

E TRADE FINANCIAL CORP  
Form 8-K  
December 06, 2017

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of report: December 6, 2017**

(Date of earliest event reported)

**E\*TRADE Financial Corporation**

(Exact name of Registrant as Specified in its Charter)

**Delaware**

(State or other jurisdiction  
of incorporation or organization)

**1-11921**

(Commission File Number)

**94-2844166**

(I.R.S. Employer  
Identification Number)

**11 Times Square, New York, New York 10036**

(Address of Principal Executive Offices and Zip Code)

**(646) 521-4300**

(Registrant's Telephone Number, including Area Code)

**Not Applicable**

(Former name or former address, if changed since last report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 7.01 Regulation FD Disclosure**

E\*TRADE Financial Corporation (the “Company”) is presenting at the Goldman Sachs US Financial Services today. During the presentation, the Company will discuss the following:

For November 2017, the Company reports DARTs of 249,000, a 15 percent increase from October. Derivatives represented 31 percent of total DARTs in November, flat from the prior month. The Company intends to issue its standard monthly activity report for November on or about December 14, 2017.

Through December 4, 2017, the Company has repurchased 3.2 million shares at an average price of \$44.08 during the fourth quarter of 2017.

As of December 4, 2017, the Company’s pipeline of Corporate Services stock plan assets expected to be implemented within the next six quarters is approximately \$14 billion, up from approximately \$8 billion at the time third quarter 2017 earnings were reported on October 19, 2017.

The information appearing in this Item 7.01 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liabilities of that section. This report will not be deemed an admission as to the materiality of any information in the report that is required to be disclosed solely by Regulation FD.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

E\*TRADE FINANCIAL  
CORPORATION

Dated: December 6, 2017

By: /s/ Lori S. Sher  
Name: Lori S. Sher  
Title: Corporate Secretary