

LPL FINANCIAL AT-A-GLANCE

Thoughtful, balanced financial guidance is a fundamental need for everyone. We provide advisors and financial institutions the tools they need to develop meaningful, long-term client relationships. We help independent financial advisors support their clients with research, technology, compliance, access to an ever-growing array of products, continuing education, and more. Our dedicated Institution Services division focuses exclusively on the needs of financial institutions and their diverse clients.

FOUNDED IN

1989

through the merger of Linsco (est. 1968) and Private Ledger (est. 1973)

LARGEST INDEPENDENT BROKER/DEALER

based on total revenue¹



CORPORATE SNAPSHOT

\$5.188B

Trailing 12-Month Gross Revenue



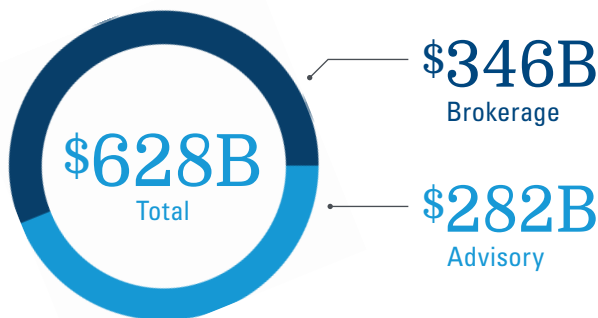
4,229

LPL Employees

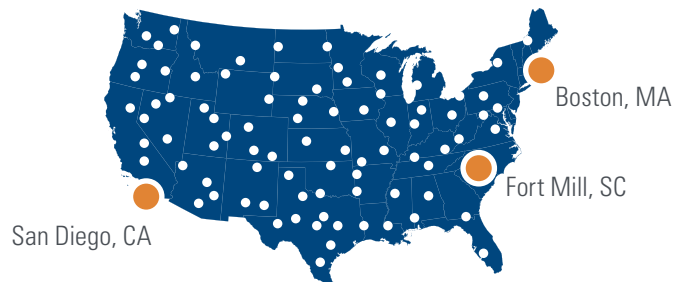
16,109

Financial Advisors

CLIENT ASSETS SERVICED AND CUSTODIED



LPL FINANCIAL ACROSS AMERICA



LARGEST PROVIDER OF THIRD-PARTY INVESTMENT SERVICES TO BANKS AND CREDIT UNIONS

Based on revenue and number of financial institutions²



THESE FINANCIAL INSTITUTION PARTNERS COMPRISE:

\$107.6B

Brokerage and Advisory Assets

2,523

Financial Advisors

\$767M

Trailing 12-Month Gross Revenue

Data as of 12/31/18

¹ As reported by *Financial Planning* magazine, June 1996–2018, based on total revenue

² 2017/2018 Kehler Bielan TPM Survey. Based on financial institution market share.



LPL FINANCIAL AT-A-GLANCE

LPL RESEARCH



46

Number of Employees



12

Average Years of Industry Experience



39

Number of Advanced Degrees and Certifications



350+

Number of Portfolios Tailored to Specific Investment Objectives³



950+

Number of Approved or Recommended Managers

LPL IS NO. 1 WHEN RANKED BY GROSS REVENUE OF TOP 10 INDEPENDENT BROKER/DEALERS⁴



NO. 1 IN CUSTOMER LOYALTY

LPL and its advisors were ranked No. 1 in customer loyalty out of 30 leading financial distributor firms in the Market Strategies International Cogent Reports 2017 Investor Brand Builder study. The study also explored key drivers of investor loyalty, and LPL ranked No. 1 in satisfaction with all of the top five areas: **quality of investment advice; financial stability; easy to do business with; range of investment products and services; and retirement planning services.**⁵



LPL OFFERS ACCESS TO:

- RIA and Hybrid RIA
- Clearing and custody
- Insurance
- Trust services
- Fixed income and equities
- Retirement plans
- Mutual funds and annuities
- Advisory platforms
- Digital advice technology
- Financial planning
- Research
- Business consulting
- High-net-worth consulting
- Integrated technology platform
- Growth consulting
- Acquisition/succession planning

As the nation's largest independent broker/dealer, an RIA custodian, and the leading provider of third-party brokerage services to banks and credit unions, LPL backs the wisdom and experience of independent advisors with a catalog of services and resources, including:



Objective market research



Innovative technology with leading cybersecurity functionality



Compliance oversight



Ongoing practice consulting and training

³ Asset and portfolio data through 12/31/18 for assets for which LPL Research has discretion.

⁴ As reported by *Financial Advisor*, May 2018

⁵ Market Strategies International (MSI), Cogent Wealth Reports, "Investor Brand Builder™: Maximize Purchase Intent Among Investors and Expand Client Relationships," November 2017. MSI surveyed 4,408 investors with \$100,000 or more in investable assets between June 21, 2017, and August 8, 2017.



MAKING A DIFFERENCE

The LPL Financial Foundation was established in order to give back in the communities where our clients and employees live and work. We provide direct financial support to charitable organizations, offer matching gifts for LPL advisor and employee contributions, and coordinate ongoing employee giving and volunteer activities.