# LPL Financial ...

## ... for You

LPL Financial is the nation's largest independent broker/dealer* and a powerful partner. Since our inception decades ago, helping financial advisors establish competitive, independent practices and become the premier providers of investment advice has been at the heart of our mission.

### Technology solutions to make your business more efficient

We have a proven commitment to capital investment in industry-leading hardware, software, and web-based applications that empower our advisors to increase their efficiency and thrive. This includes a fully integrated suite of premium tools, including our rebalancing and financial planning software.

### Comprehensive clearing and compliance services

LPL Financial serves as custodian and processor for all trades, providing expedited processing capabilities and an enhanced client experience. All of these services are backed by a robust and responsive service center and a dedicated team of compliance analysts who review marketing and sales materials and provide hands-on audit and supervisory assistance.

### A single integrated platform for RIAs and hybrid RIAs

Only LPL Financial provides the freedom and scalability to grow with your business however you choose. Our hybrid RIA platform is the only model that enables you to combine your commission and custody business onto a single integrated technology and service platform. You'll have the flexibility to offer clients any mix of fee- and commission-based products on one statement, while managing back-office complexities on a single platform.

## ... for Your Clients

Our open product architecture and innovative fee-based programs, coupled with our research, provides our advisors with the tools and flexibility they need to develop investment programs best suited for their clients.

### Unbiased research at your fingertips

We boast one of the top research teams in the industry. Our experienced team provides unbiased, conflict-free information. This saves our advisors time and helps them make informed investment decisions. Our team recommends tactical and strategic asset allocation positioning and investment vehicle usage; supports all investment platforms with recommendations, analytics, and ongoing due diligence; and provides informational pieces and campaigns to help you better understand investment vehicles, markets, and portfolio performance.

## ... for Your Business

At LPL Financial, you are independent, but never alone.

### Practice management programs and training to support your growth

As an advisor with LPL Financial, you'll enjoy access to comprehensive training programs for you and your staff. Through a suite of e-learning modules, web-based conference calls, hands-on learning labs, business development events, and regional training events, it's easy to access the right training programs for your unique needs.

### Branding and marketing to help you differentiate your practice

Designed to make the transition to LPL Financial even smoother, our Marketing Consultation services prepare you with services like logo and brand identity development, website design and launch, and public relations and media planning. Additionally, we provide ongoing support to source new business, convert prospects to clients, and retain your existing clients.

### When you're ready to take your business to the next level

LPL Financial makes it possible for you to offer the opportunity of independence to other advisors without having to establish a new office. Our In-Branch Recruiting program will help you segment the opportunity and effectively communicate your value proposition, so highly qualified prospects can discover what it means to join an elite independent practice backed by the full support of LPL Financial.

**CONTACT: Bill Morrissey – Executive Vice President, Business Development**
**9785 Towne Centre Dr., San Diego, CA 92121 | 888.250.2420 | www.joinlpl.com**

*As reported by* Financial Planning *magazine, June 1996-2010, based on total revenue.*