

# THE POWER OF AFFILIATION

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Supporting Your Financial Advisor Who Serves You

Effective wealth management is enhanced by the right partner. In the same way you benefit from the knowledge and guidance of your financial advisor, your advisor benefits from the insights and oversight of LPL.

By affiliating with us, your advisor has chosen to strengthen and elevate the services they provide to help guide you toward your financial goals.

As the nation's largest independent broker/dealer<sup>1</sup>, an RIA custodian, and leading provider of third-party brokerage services to banks and credit unions<sup>2</sup>, we back the wisdom and experience of your advisor with an enormous catalog of services and resources, such as:

- Objective market research
- Compliance oversight
- Innovative technology
- Ongoing practice consulting and training

<sup>1</sup> Based on total revenues, *Financial Planning* magazine 1996-2014

<sup>2</sup> Source: Ken Kehrer and Associates, 2013 TPM Study





# INNOVATION



The precision of the brand...  
with us for \$25,000...  
to make you more...  
young & innovative."



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The Private Trust Company's portfolio...  
of high-quality, professional...  
advisors, including banks, trust...  
companies, and...

# RESPONSIBILITY



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# HISTORY OF EXCELLENCE

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## Advisor autonomy has been a core tenet of our business from the start.

Formed in 1989 through the merger of Linsco and Private Ledger (founded in 1968 and 1973, respectively), LPL was built on the belief that objective financial guidance benefits everyone—and advisors are best able to serve clients when they have access to innovative tools and solutions that work for them. Remaining strong in this conviction, we formed a political action committee to lobby Washington on behalf of advisors and their clients, helping keep the right to objective advice a constant in our industry.

As we continue to grow, we regularly update our service offerings, including new platforms and opinions to ensure advisors, banks, and credit unions have the right tools to meet

your needs. Our continued investments in technology and creating efficiencies have helped us become a leader in the industry, and a trusted partner for your advisor.

Today, we provide comprehensive support and a broad range of innovative business solutions to a network of more than 14,000 financial advisors. We've built a reputation for customized service and personal attention, and our research and conferences, which provide your advisor with educational and training opportunities, are renowned throughout the financial industry. As we grow and evolve, we remain committed to the philosophy of objective guidance that has propelled our success and will continue to shape our future.





# OUR INVESTMENT PROTECTION PLEDGE

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When you invest with an advisor who affiliates with LPL, your assets are protected with multiple levels of security:

- Our SIPC membership provides account protection up to a maximum of \$500,000 per customer, of which \$250,000 may be claims for cash.\*
- London Insurers provides securities protection to cover the net equity of customer accounts up to an overall aggregate firm limit of \$575 million (protection is subject to terms and conditions).
- With the multi-bank Insured Cash Account Program, deposits are eligible for up to \$1.5 million of deposit insurance for individual and trust accounts and up to \$3 million of deposit insurance for joint accounts, both through the FDIC.
- Insured Cash Account deposits are FDIC-insured to a maximum amount of \$250,000 (including principal and accrued interest), and is aggregated with all other deposits held by you in the same recognized legal capacity at the same bank. Other investment holdings are subject to loss.

Regardless of investment type or size, we ensure your funds are well protected. If you'd like more information on what our SIPC membership entails, please visit [www.sipc.org](http://www.sipc.org) for a brochure. For FDIC insurance coverage information, log on to [www.fdic.gov](http://www.fdic.gov).



\* The account protection applies when an SIPC member firm fails financially and is unable to meet obligations to securities clients, but it does not protect against losses from the rise and fall in the market value of investments.





# ROBUST TOOLSET



Your advisor is supported by a powerful toolset—  
from comprehensive oversight to technology solutions.

## **Oversight and Governance**

Protecting the best interests of investors and advisors is of utmost importance to us. As the increasingly complex financial industry and regulatory environment evolve, we remain devoted to serving our clients ethically and exceedingly well, which is why we've made a long-term commitment to enhancing our risk management and compliance structure. Since 2012, we've made increasing investments in our core infrastructure—including people, process, information security, and technology—to sustain a leading control environment focused on risk that matters.

## **Direct Access and Simplified Statements**

Our systems give you direct access to real-time account data, so you can track your investments. Additionally, we provide consolidated statements and end-of-year summary statements. All your important information—purchases, sales, cost basis, income, dividend distribution—is contained in one report.

## **Research and Insights**

Your advisor has access to objective market analysis from our research team—one of the largest and most tenured research groups among independent brokerage firms. Our analysts' knowledge of the market and economy allow us to provide insights and recommendations to advisors across a range of investment products. Because we have no vested interest in particular products, our analyses and recommendations are always objective.



# CONFIDENT CHOICES

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We offer no proprietary investment products and engage in no investment banking activities, which means:

- 1. Our research and market insights are always objective.**
- 2. Your advisor is free to recommend any investments that will help you meet your financial goals.**

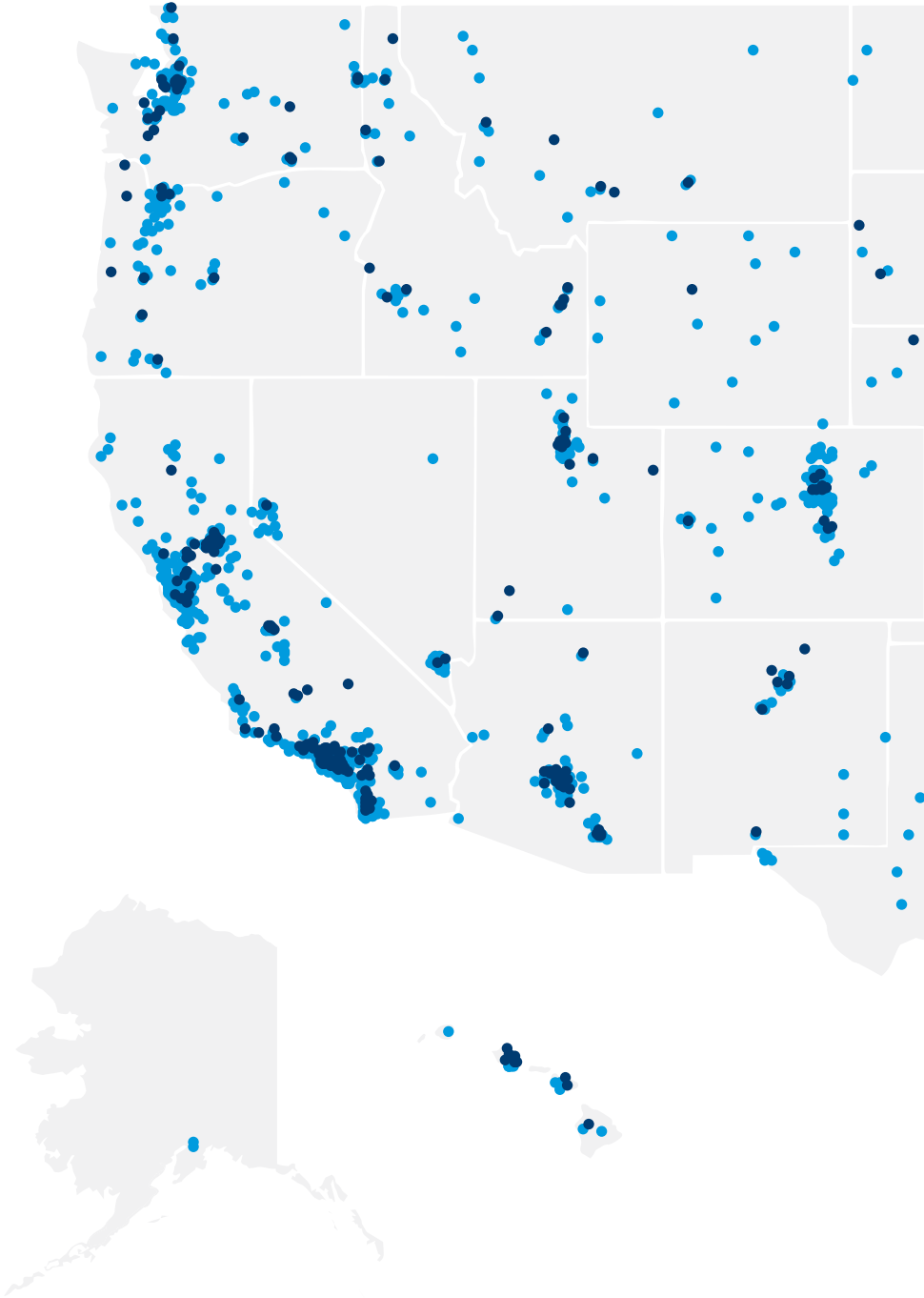
Our research team regularly reviews investment products, ensuring products your advisor recommends meet our rigorous standards of due diligence.

With your advisor, you can invest with confidence, knowing the guidance you receive is objective and grounded solely in the needs of your unique financial situation. Your advisor is free to recommend investments from some of the nation's top providers in:

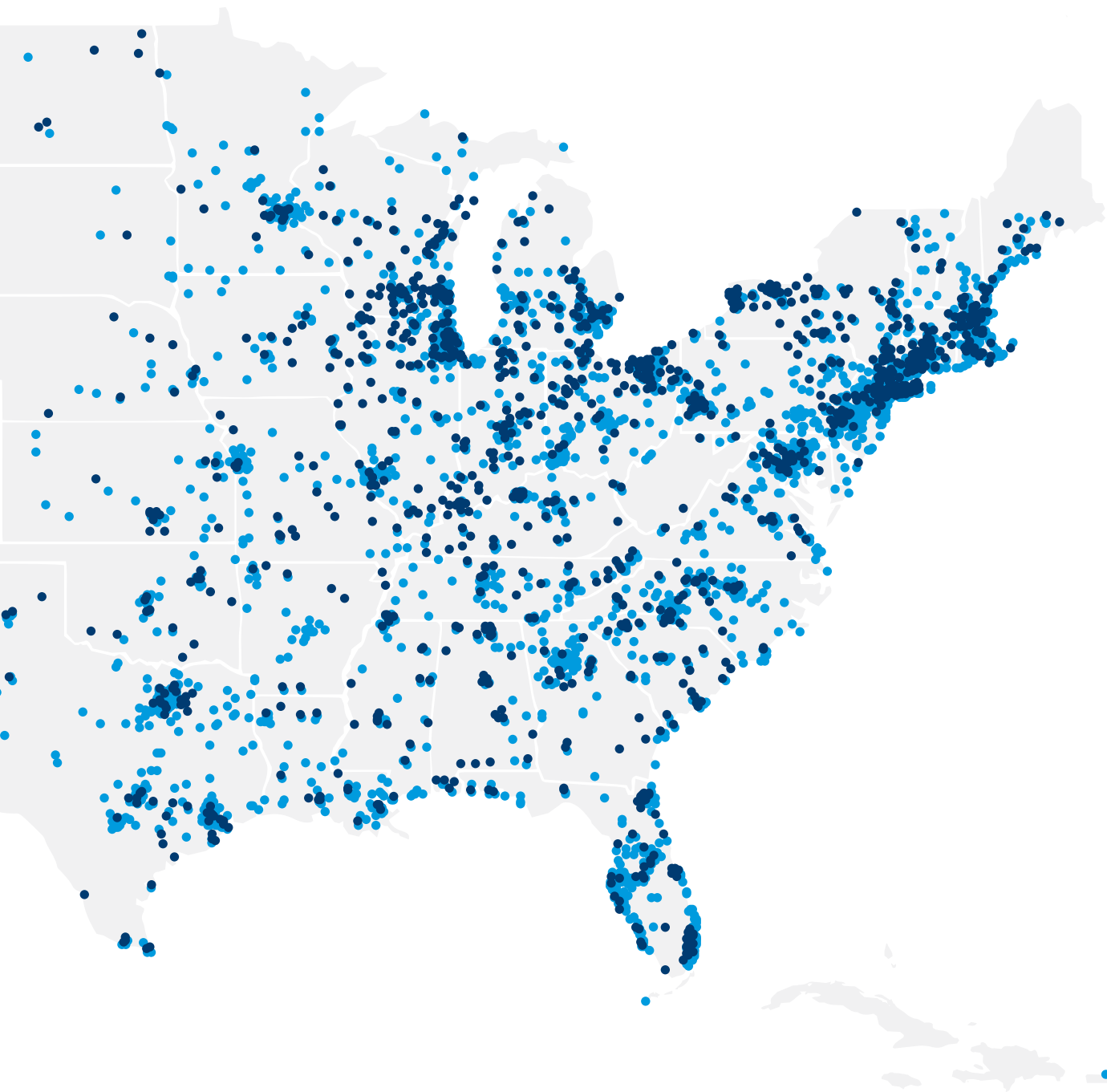
- Financial planning—college, retirement, estate, etc.
- High-net-worth products and services
- Individual investments—stocks, bonds, mutual funds, trusts, annuities, etc.
- Insurance
- And so much more

# LPL FINANCIAL ACROSS AMERICA

- Independent Advisors
- Banks and Credit Unions







## About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (Nasdaq: LPLA), is a leader in the financial advice market and serves \$475 billion in retail assets. The Company provides proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to more than 14,000 independent financial advisors and over 700 banks and credit unions. LPL Financial is the nation's largest independent broker/dealer since 1996 (based on total revenues, *Financial Planning* magazine, June 1996–2014), is one of the fastest

growing RIA custodians with \$91 billion in retail assets served, and acts as an independent consultant to over an estimated 40,000 retirement plans with an estimated \$115 billion in retirement plan assets served. In addition, LPL Financial supports approximately 4,400 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms, and technology solutions. LPL Financial and its affiliates have 3,384 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit [www.lpl.com](http://www.lpl.com).

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Securities and advisory services offered through LPL Financial, a registered investment advisor. Member FINRA/SIPC.

LPL Financial Representatives offer access to Trust Services through The Private Trust Company N.A., an affiliate of LPL Financial. To the extent you are receiving investment advice from a separately registered independent investment advisor, please note that LPL Financial is not an affiliate of and makes no representation with respect to such entity.

Not FDIC or NCUA/NCUSIF Insured	No Bank or Credit Union Guarantee	May Lose Value	Not Insured by any Government Agency	Not a Bank/Credit Union Deposit
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