

# THE POWER OF AFFILIATION

Supporting Your Financial  
Professional 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 professional, they benefit from the insights and oversight of LPL.

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By affiliating with us, your financial professional 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 financial professional 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 1996–2019

<sup>2</sup> 2018/2019 Kehler Bielan TPM Survey. Based on financial institution market share.





## HISTORY OF EXCELLENCE

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**Offering autonomy to financial professionals 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 financial professionals 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 in Washington on behalf of financial professionals 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 financial professionals, 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 financial professional.

Today, we provide comprehensive support and a broad range of innovative business solutions to a network of more than 16,000 financial professionals. We've built a reputation for customized service and personal attention, and our research and conferences, which provide your financial professional 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 ACCOUNT PROTECTION PLEDGE

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When you invest with an financial professional who affiliates with LPL, your accounts are protected with multiple levels of security:

- Our Securities Investor Protection Corporation (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).

Through our multi-bank sweep solutions, clients will receive the benefit of FDIC insurance:

- Accounts eligible for the Insured Cash Account (ICA) will receive up to \$2.5 million in coverage for single account holders and \$5 million for joint accounts.
- Accounts eligible for the Deposit Cash Account (DCA) will receive up to \$2 million in coverage for single account holders.
- ICA and DCA deposits are FDIC-insured to a maximum amount of \$250,000 (including principal and accrued interest) per bank, per legal capacity, 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

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

## Oversight and Governance

Protecting the best interests of investors and financial professionals is of the 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 and income, dividend distribution—is contained in one report.

## Research and Insights

Your financial professional 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 financial professionals across a range of investment products. Because we have no vested interest in particular products, our analyses and recommendations are always objective.





# CONFIDENT CHOICES



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 financial professional is free to recommend any investments that will help you meet your financial goals.**

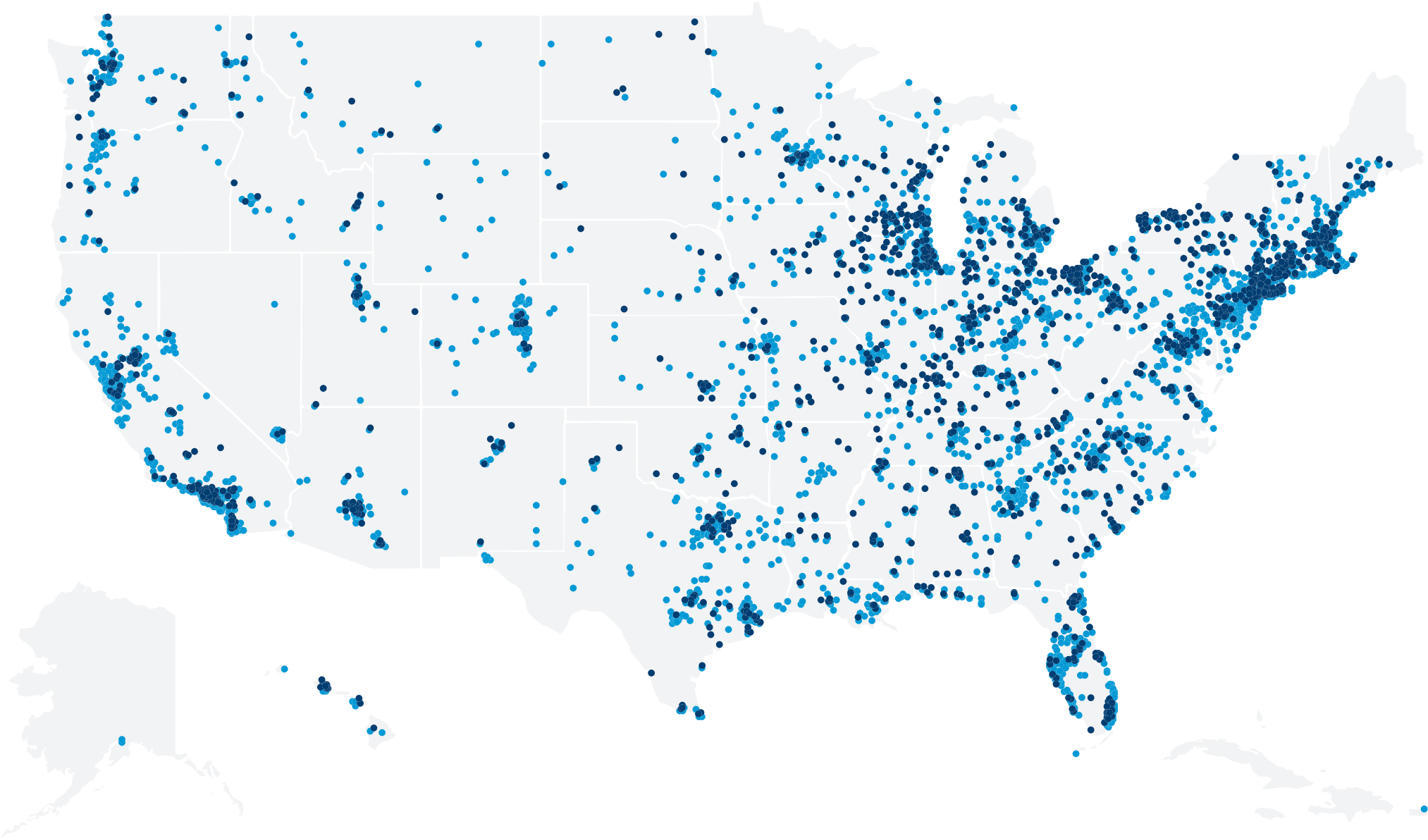
Our Research team regularly reviews investment products, ensuring products your financial professional recommends meet our rigorous standards of due diligence.

With your financial professional, you can invest with confidence, knowing the guidance you receive is objective and grounded solely in the needs of your unique financial situation. Your financial professional 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

# LPL FINANCIAL ACROSS AMERICA

- Independent Financial Professionals
- Banks and Credit Unions



## **About LPL Financial**

LPL Financial is one of the nation's leading financial services companies and a publicly traded company under ticker symbol LPLA. The firm's mission is rooted in the belief that objective financial guidance is a fundamental need for everyone. LPL doesn't offer proprietary investment products or engage in investment banking activities; this means financial professionals affiliated with LPL aren't pressured or influenced by LPL to sell its products. Thousands of financial professionals nationwide are able to rely on the firm's tools and resources to help them provide financial guidance and recommendations to help address their clients' needs. For more information about LPL Financial, visit [www.lpl.com](http://www.lpl.com).



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Securities and advisory services offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. To the extent you are receiving investment advice from a separately registered independent investment advisor that is not an LPL Financial affiliate, please note LPL Financial makes no representation with respect to such entity.

Not Insured by FDIC/NCUA or Any Other Government Agency	Not Bank/Credit Union Guaranteed
Not Bank/Credit Union Deposits or Obligations	May Lose Value