

# THE POWER OF AFFILIATION

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Supporting Your Financial Professional Who Serves You

Effective wealth management is enhanced by the right partner. Just as you benefit from the knowledge and guidance of your financial professional, they benefit from the insights and oversight of LPL Financial.

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By affiliating with us, your financial professional has chosen to strengthen and elevate the services they provides 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 with leading cybersecurity functionality
- Ongoing practice consulting and training

<sup>1</sup> Based on total revenues, *Financial Planning* magazine, 1996 – 2019.

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



# INNOVATION

A vertical banner for the 'INNOVATION' section. It features a yellow background with a white LPL logo. The banner includes abstract line art and a photograph of a person working at a computer.

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# RESPONSIBILITY

A vertical banner for the 'RESPONSIBILITY' section. It features a yellow background with a white LPL logo. The banner includes abstract line art and a photograph of a person's hands holding a globe.

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# GROWTH

A vertical banner for the 'GROWTH' section. It features a yellow background with a white LPL logo. The banner includes abstract line art and a photograph of a person's hands holding a globe.

2008 2009 2010

# LEADERSHIP

A vertical banner for the 'LEADERSHIP' section. It features a yellow background with a white LPL logo. The banner includes abstract line art and a photograph of a person's hands holding a globe.

# 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. Remaining strong in this conviction, we formed a political action committee to lobby Washington on behalf of financial professionals and their clients, working to keep access to objective advice a constant in our industry.

As we grow, we regularly update our service offerings, including new platforms and insights to ensure financial professionals, banks, and credit unions have the right tools to meet your needs. Our continued investments in technology, cybersecurity, and operational 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 industry. To continue supporting the delivery of objective financial advice at the local level, we've established a nonprofit foundation that's committed to giving back to the communities where LPL financial professionals and employees live and work. 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 a 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.\*
- In addition to SIPC protection, LPL purchases Excess of SIPC protection with an aggregate limit of \$600 million.

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

- 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 accounts are well protected. If you'd like more information on our SIPC membership, please visit [www.sipc.org](http://www.sipc.org) for a brochure. For FDIC insurance coverage information, visit [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 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 environments 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. We continue to make increasing investments in our core infrastructure—including people, process, information security, and technology—to sustain a leading control environment focused on risk that

matters. We've implemented industry-standard cybersecurity procedures, monitored by experienced professionals who strive to maintain the integrity of our technology systems and data. We also provide regularly updated resources to your financial professional on steps they can take to ensure the highest levels of security in their office.

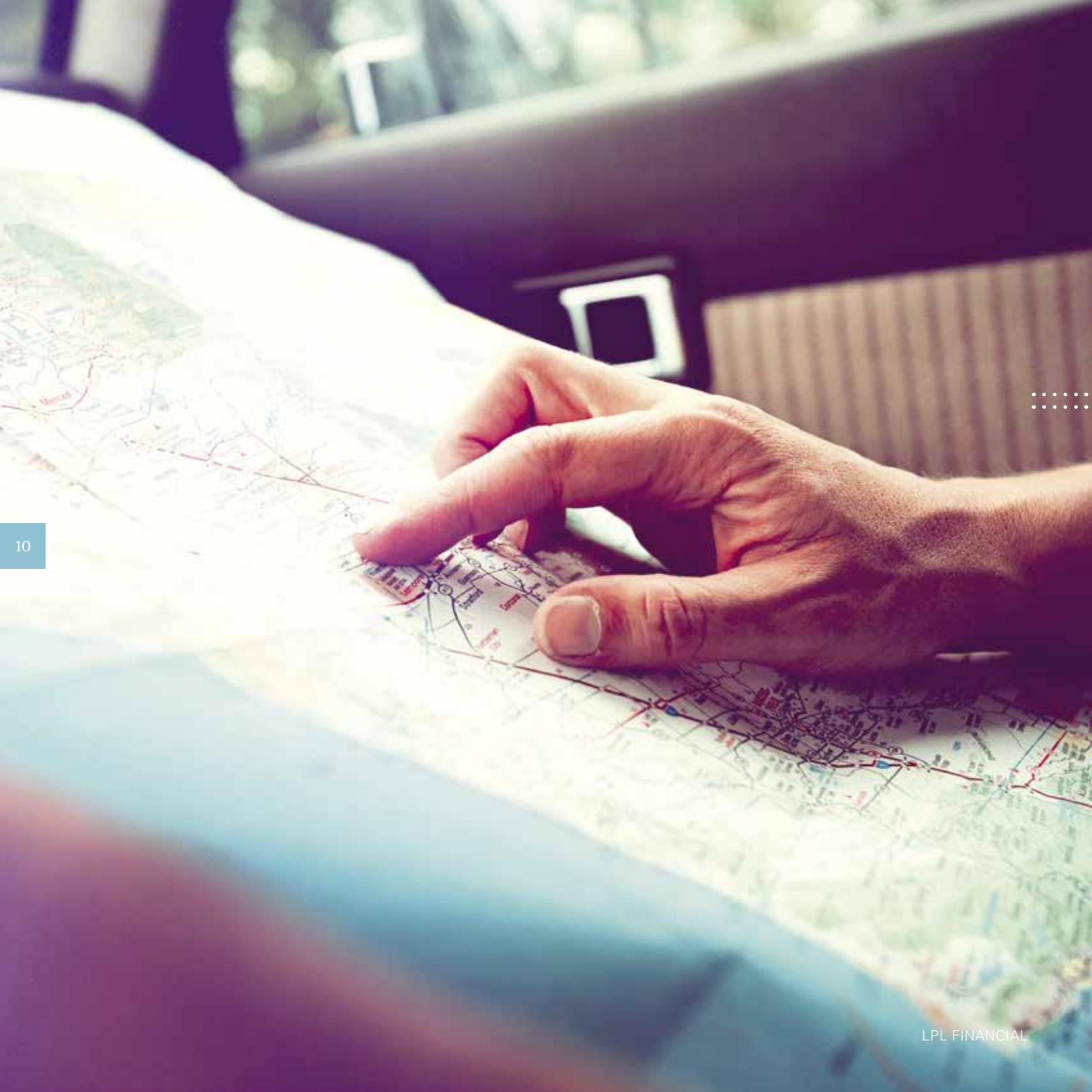
## **Direct Access and Simplified Statements**

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 of your important information—purchases, sales, cost basis, income, and 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 allows us to provide insights and recommendations to financial professionals across a range of investment products.



# 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 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, including those in:

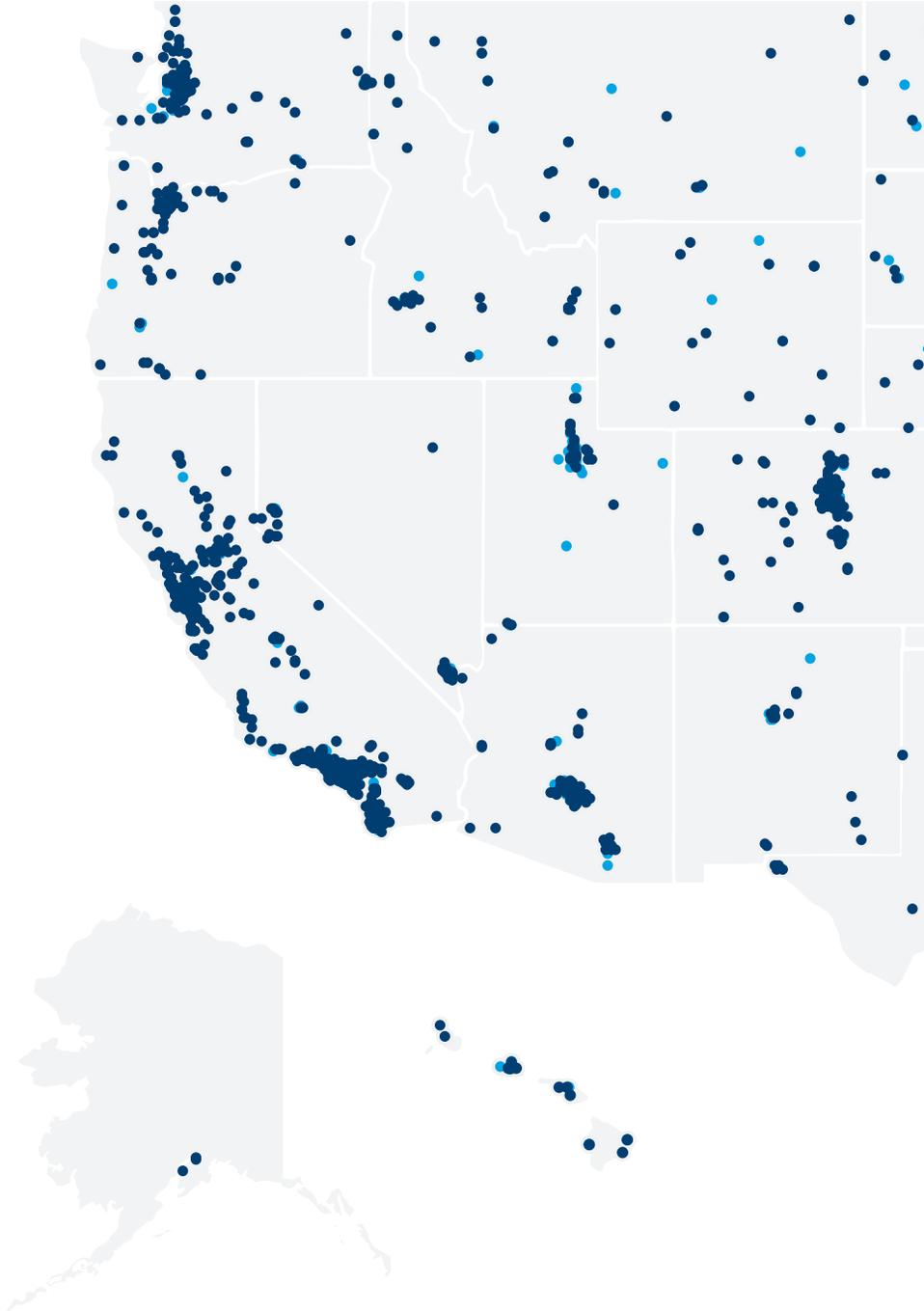
- Financial planning—college, retirement, estate, etc.
- High-net-worth products and services
- Individual investments—stocks, bonds, mutual funds, trusts, annuities, etc.
- Insurance

LPL financial professionals are consistently recognized by the industry and American investors alike for their quality of service. LPL was recently ranked No. 1 in a survey of affluent investors that examined the key aspects of client experience, achieving top marks in five areas, including quality of investment advice, financial stability, and range of investment products and services.<sup>3</sup>

<sup>3</sup> Market Strategies International, Cogent Wealth Reports, "Investor Brand Builder™: Maximize Purchase Intent Among Investors and Expand Client Relationships," November 2017.

# 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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This material was prepared by LPL Financial, LLC.

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