

# pursue your goals

With Experience, Balance and Simplicity





## Optimum Market Portfolios

The Optimum Market Portfolios combine a diverse series of mutual funds with a sophisticated asset allocation strategy that includes automatic portfolio rebalancing. It is designed to help meet your financial goals while staying within a risk profile that you have personally defined with your financial advisor.

Featured are five primary portfolios, based on investment objectives ranging from Aggressive Growth to Income with Capital Preservation. These portfolios comprise the Optimum Funds, which are managed by investment managers—each of whom are experts in their respective asset classes.

## Optimum Market Portfolios: Experience. Balance. Simplicity.

Whether it's building a comfortable retirement, establishing a legacy for your loved ones or simply generating wealth, we all invest with goals in mind. How successful you are in pursuing your financial goals may depend on your investment strategy and the people you trust to implement it. The Optimum Market Portfolios account provides you with a powerful tool by combining effective strategies for maximizing return potential and managing risk with professional money management and unbiased investment research.

### Effective Strategies. Powerful Solutions.

Through the Optimum Market Portfolios account, you can take advantage of asset allocation\*—an investment strategy for building a diversified portfolio. In one complete approach, Optimum Market Portfolios gives you access to professional money management, automatic rebalancing and asset allocation models that feature:

#### Experience

The fund line-up in Optimum Market Portfolios includes some of the most respected mutual fund managers in the industry, who were selected based on the extensive expertise they have in the asset classes they represent.

#### Balance

Keeping your investments on track is essential to your long-term strategy. You can set the frequency for the automatic rebalancing feature in the Optimum Market Portfolios account to ensure that your portfolio stays on the course selected by you and your financial advisor.

#### Simplicity

The Optimum Market Portfolios utilizes independent, unbiased research that provides you and your financial advisor with a simple way to establish a professional asset allocation strategy suitable to your risk tolerance and time horizon.

\* Asset allocation does not ensure a profit or protect against a loss.

Discover how bringing experience, balance and simplicity to your portfolio can help you reach your financial goals.



## The Strategy Behind Optimum Market Portfolios

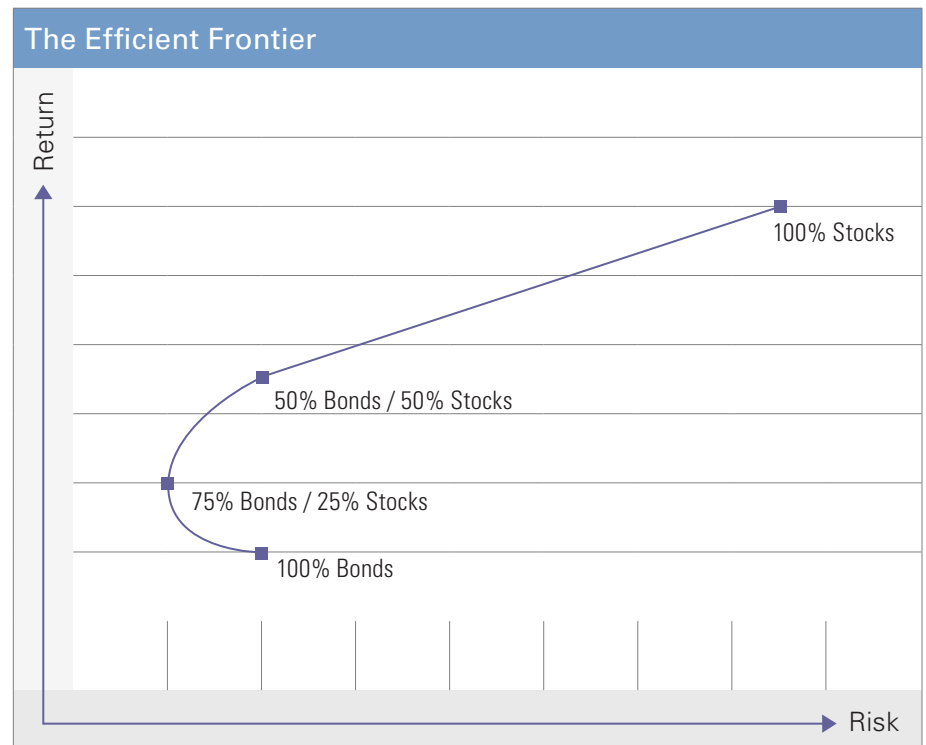
### Asset Allocation

Asset allocation can enhance returns and lower portfolio volatility.



One of the most effective risk management strategies that you can employ is asset allocation, an investment strategy that serves as the basis of Optimum Market Portfolios.

Asset allocation is the process of spreading your investment dollars across different asset classes. By using an asset allocation strategy, you can balance your risk and potential return to align your investments with your long-term objectives. This is best demonstrated by the Efficient Frontier—a graphic illustration of various blends of stocks and bonds plotted in terms of their historical risk and return levels. As you can see, a portfolio of 100% stocks would historically give you the highest return potential, but also expose you to the greatest amount of potential risk. A portfolio of 100% bonds would put you at the other end of that spectrum with a lower amount of risk, but the lowest return potential as well. The asset allocation process determines the optimal asset mix to help meet your objectives.



Diversification, the process of spreading out your individual investments within your personalized portfolio, is the next important element in the Optimum Market Portfolios account system.

## Diversification

By diversifying, you can take advantage of developing opportunities while minimizing the impact of any one investment on your portfolio.

In the Optimum Market Portfolios account, asset allocation is further refined through diversification\* in specialized categories within both stocks and bonds.

Because the markets for stocks, bonds and cash do not all move in the same direction or to the same degree, a portfolio that diversifies across different investment categories can help decrease overall investment risks and enhance potential returns.

The Optimum Market Portfolios account helps you diversify among investment style, company size and/or geographic region within the equity portion of your portfolio. This allows you to take advantage of developing investment opportunities, while minimizing the downside impact that any one investment could have on your entire portfolio.

Diversify Your Portfolio across Multiple Asset Classes												
Asset Class	Calendar Years											
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	
■ Highest Return ■ Lowest Return												
Large Co. U.S. Growth Stocks	-20.4	-27.8	29.8	6.3	5.3	9.1	11.8	-38.4	37.21	16.71	2.64	
Large Co. U.S. Value Stocks	-5.6	-15.5	30.0	16.5	7.1	22.3	-0.2	-36.9	19.69	15.51	.39	
Small Co. U.S. Growth Stocks	-9.2	<b>-30.3</b>	48.5	14.3	4.2	13.4	7.1	-38.5	34.47	<b>29.09</b>	-2.91	
Small Co. U.S. Value Stocks	<b>14.0</b>	-11.4	46.0	<b>22.3</b>	4.7	23.5	<b>-9.8</b>	-28.9	20.58	24.50	-5.5	
International Stocks	<b>-21.2</b>	-15.7	39.2	20.7	14.0	26.9	11.6	-43.0	32.46	8.21	-11.73	
Emerging Market Stocks	-2.4	-6.0	<b>56.3</b>	<b>-25.9</b>	<b>34.5</b>	<b>32.6</b>	<b>39.8</b>	<b>-53.2</b>	<b>79.02</b>	19.20	<b>-18.17</b>	
U.S. Bonds	8.4	10.3	<b>4.1</b>	4.3	2.4	<b>4.3</b>	7.0	5.2	5.93	6.54	<b>7.84</b>	
International Bonds	-3.5	<b>22.0</b>	18.5	12.1	<b>-9.2</b>	6.9	11.4	<b>10.1</b>	<b>4.39</b>	<b>5.21</b>	5.17	

Source: Zephyr. Large Company U.S. Growth Stocks: Russell 1000® Growth Index; Large Company U.S. Value Stocks: Russell 1000® Value Index; Small Company U.S. Growth Stocks: Russell 2000® Growth Index; Small Company U.S. Value Stocks: Russell 2000® Value Index; International Stocks: MSCI EAFE; Emerging Market Stocks: MSCI Emerging Markets Free; U.S. Bonds: Barclays Capital U.S. Aggregate; International Bonds: Citigroup WGBI ex US.

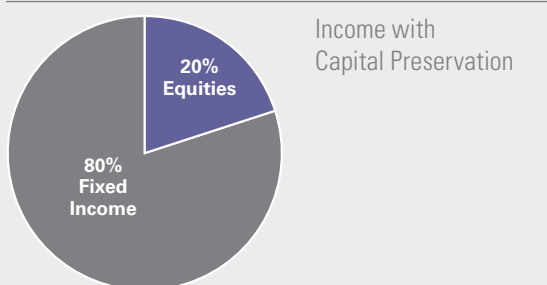
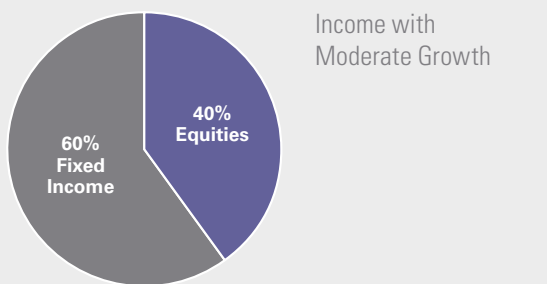
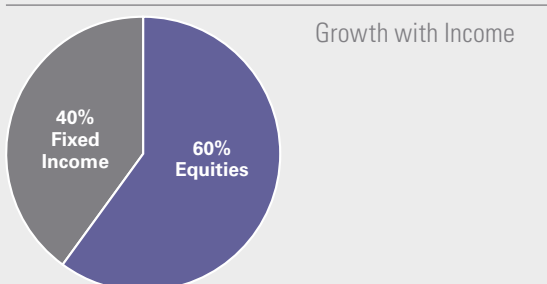
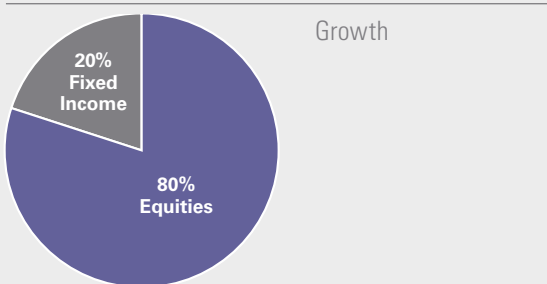
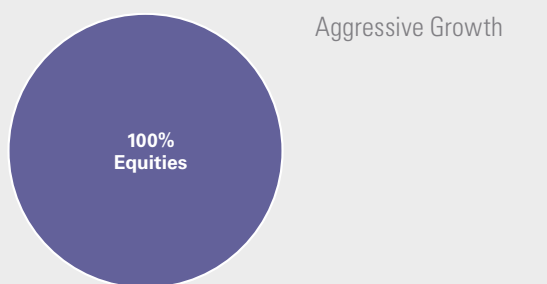
Stocks and bonds will experience market fluctuations and may be worth more or less upon sale. Small cap stocks may be subject to a higher degree of market risk than large cap stocks, and the illiquidity of the small cap market may adversely affect the value of these investments so that when redeemed, shares may be worth more or less than their original cost. International and emerging market securities are also subject to additional risk such as currency fluctuations and political instability. Values represent the total return percentage of unmanaged indices assuming full reinvestment of capital gains and dividends. Past performance is no guarantee of future results. Indices may not be invested into directly.

\* There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not ensure against market risk.



## Optimum Market Portfolios Standard Models Example

- Equities
- Fixed Income



\* Target equity allocation of portfolio. Actual portfolio model allocations may vary from target. Please see the Optimum Market Portfolios Models & Managers brochure for details.

## Combining Proven Principles With Valued Experience

### Unparalleled Expertise

You can help reach your financial goals by connecting time-tested investment principles with experts to help you implement them. Once you have established your goals with your financial advisor, you will have access to industry-leading research and mutual fund managers, giving you unparalleled expertise in all stages of the program.

### The Power of Research

To develop asset allocation portfolios that are appropriate for the long-term, LPL Financial Research has evaluated trends in asset classes, analyzing their returns and risk characteristics over time and throughout different market environments. The expectations of LPL Financial Research regarding future performance and risk scenarios for the different asset classes were also factored into their analysis. Using this information, five primary asset allocation portfolios were then built using the Optimum Funds. An automatic rebalancing feature allows you to have your account adjusted on a regular basis in order to keep your investment plan on track.

### The Portfolio Models

Optimum Market Portfolios was designed to accommodate a full spectrum of investors. So whether you have a more conservative investing style or favor a more growth-oriented approach, there is a portfolio designed to meet your specific needs.

Optimum Market Portfolios includes: Aggressive Growth, Growth, Growth with Income, Income with Moderate Growth and Income with Capital Preservation. Depending on your time horizon and risk/reward comfort level, you will select the investment objective best suited to your long-term financial goals.

### Investment Objective Descriptions

**Aggressive Growth** – Emphasis on aggressive growth and maximum capital appreciation. No need for income and considered highest level of risk over a long time horizon.

**Growth** – Emphasis on high growth and capital appreciation. Little need for income and considered higher than average risk.

**Growth with Income** – Emphasis on modest capital growth with some focus on current income. Use of high quality equity, fixed income and cash equivalent securities.

**Income with Moderate Growth** – Emphasis on current income with some focus on moderate capital growth. Considered lower risk.

**Income with Capital Preservation** – Emphasis on current income and preventing capital loss. Lowest risk and generally the shortest time horizon.

## Optimum Funds

The Optimum Market Portfolios utilizes mutual funds with experienced and savvy managers at the helm. These individuals and their teams are the ones who research thousands of companies to identify those which are the most promising and most predictable. Their recommendations need to closely coincide with the funds' objectives so that your personal goals can be met.

The Optimum Funds used in the Optimum Market Portfolios account are managed by some of the most respected and successful mutual fund managers in the industry. Delaware Investments<sup>1</sup> is the manager and distributor of the Optimum Funds. Each fund is designed to be sub-advised by at least two mutual fund managers with complementary investment styles.

The Optimum Funds take advantage of an approach commonly used by institutional portfolios—hiring multiple money managers within a single fund to take advantage of their combined expertise, styles and insights. The style diversification provided by the multiple manager approach can help further diversify your investment and potentially reduce risk in volatile markets.

Delaware Investments, with assistance from LPL Financial Research, conducts ongoing evaluation and monitoring of the fund sub-advisors in the Optimum Funds.<sup>2</sup> Delaware Investments is a member of the Macquarie Group, and with its affiliates, provides investment services along all asset classes to some of the largest institutional entities.

Please review the Models & Managers brochure for a complete listing of funds and sub-advisors available in Optimum Market Portfolios.

<sup>1</sup> Delaware Investments refers to Delaware Management Holdings, Inc. and its subsidiaries, including Delaware Management Company, the manager to the Optimum Funds, and Delaware Distributors, L.P., the distributor of the Optimum Funds. Delaware Investments is a member of Macquarie Group, which refers to Macquarie Group Limited and its subsidiaries and affiliates worldwide.

<sup>2</sup> LPL Financial receives a consulting fee and sub-service agent fee based on invested assets. See the Optimum Funds' prospectus for details.

Investing in mutual funds involves risk, including possible loss of principal. Investments in specialized industry sectors have additional risks, which are outlined in the prospectus.

The multiple mutual fund manager structure of the Optimum Funds can help to further diversify your investment and potentially reduce risk.

## Keep Your Financial Strategy on Track and in Balance

Have the confidence of knowing that your portfolio is monitored by an automatic rebalancing program. Your investments are adjusted as needed on a quarterly, semi-annual or annual basis.



Once you've established a strategy to pursue your long-term financial goals, it's crucial that you have the tools to keep that strategy on track. The key to successfully implementing your investment strategy is keeping your account in line with the original objectives. Portfolios that are not adjusted on a regular basis to maintain their original allocation tend to drift away from their established strategy. As a result, your portfolio could move into unintended—and unacceptable—levels of risk that could have an impact on meeting your financial goals.

Through the automatic rebalancing feature available in Optimum Market Portfolios, you have just the tool you need to keep your portfolio in line with your target allocations. Based on your preference, investments within your portfolio are adjusted as needed on a quarterly, semi-annual or annual basis.

One of the great values of this account is that rebalancing removes emotion from the investment process while providing a systematic, disciplined approach. These adjustments keep you in line with your stated financial goals and in sync with your risk/reward guidelines.

There are advisory fees and other charges associated with an Optimum Market Portfolios advisory account. Please see the LPL Financial Form ADV Part II for more information about such fees and charges. In addition, there are fees and expenses associated with the Optimum Funds that are held in an Optimum Market Portfolios account. For more information about Optimum Funds fees and expenses, please see the Optimum Funds' prospectus.





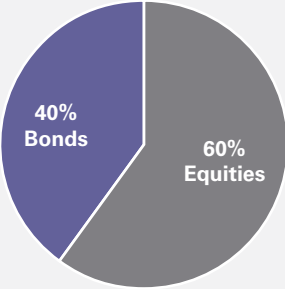
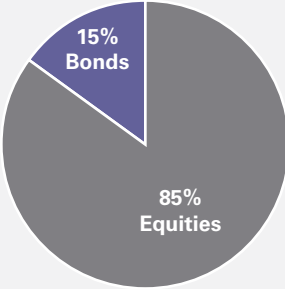
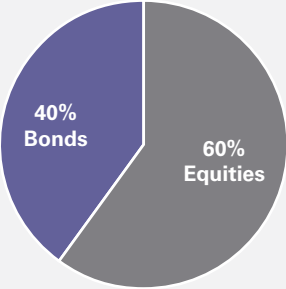
## Why is Rebalancing Important?

Rebalancing can be crucial to helping you maintain the risk/return guidelines you established with your financial advisor.

Market activity can eventually alter your portfolio's allocation mix. It is important to remember that when your portfolio's allocation changes, so do the risk/return parameters. Automatic rebalancing can be used to keep your portfolio on track.

Rebalancing is a taxable event that may result in a taxable gain or loss, thus rebalancing in non-tax advantaged accounts may involve higher taxes than tax advantaged accounts. Please consult with your financial advisor for details concerning your particular circumstances.

### Growth with Income Model Example

Original Allocation	Non-Rebalanced Portfolio	Rebalanced Portfolio
 <p>In the example above, an investor begins with an asset allocation of 60% equities and 40% bonds.</p>	 <p>If the performance of the investments pushed that mix to 85% equities and 15% bonds, the investor now has a portfolio that is not in line with his or her risk/return parameters.</p>	 <p>By rebalancing, the investor could avoid this type of market-driven change and keep the investments in line with his or her objectives.</p>

This hypothetical example is intended to demonstrate the effects of rebalancing and is not intended to project performance. No strategy assures success or protects against loss. Past performance is no guarantee of future results.

## It's Easy to Get Started.

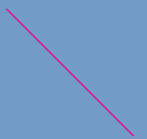
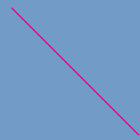
The Optimum Market Portfolios account gives you an ideal opportunity to ensure that your financial goals stay on track. With strategies such as asset allocation and diversification, automatic rebalancing, and professional money management, you have a powerful investment resource that is designed for today's needs.

It's easy to get started. First, along with your financial advisor, you will establish your personal risk/return profile. From that, your advisor will determine the appropriate model to help you reach your financial objectives. Finally, you simply determine which automatic rebalancing option you prefer—quarterly, semi-annual or annual.

To learn more about how you can bring experience, balance and simplicity to your investment strategy, ask your financial advisor about Optimum Market Portfolios.



Optimum Market Portfolios  
combine the value of experience,  
balance and simplicity to help meet  
your financial goals.



## About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Investment Holdings Inc. (NASDAQ: LPLA), is the nation's largest independent broker-dealer (based on total revenues, *Financial Planning* magazine, June 1996–2011), a top RIA custodian, and a leading independent consultant to retirement plans. LPL Financial offers proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to approximately 12,800 financial advisors and approximately 730 financial institutions nationwide. In addition, LPL Financial supports over 4,000 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms and technology solutions. LPL Financial and its affiliates have approximately 2,700 employees with headquarters in Boston, Charlotte, and San Diego. For more information, visit [www.lpl.com](http://www.lpl.com).

The Optimum Market Portfolios are accounts that allocate your portfolio's assets among underlying Optimum Funds within ranges designed to meet your investment objective. Your account can hold up to six Optimum Funds: Small-Mid Cap Value, Small-Mid Cap Growth, Large Cap Value, Large Cap Growth, Fixed Income and International. Depending on your investment goals and objective, your financial professional will help you select a portfolio designed by LPL Financial Research. From time to time, LPL Financial will automatically rebalance your portfolio to ensure that your investments are aligned appropriately with your goals. See the Optimum Funds' prospectus for special risks that may be associated with the underlying funds.

As the Optimum Funds' investment manager, Delaware Management Company, a series of Delaware Management Business Trust, has overall responsibility for the investment management of the Funds within the Optimum Market Portfolios, which includes recommending the Funds' sub-advisors and evaluating and monitoring each Fund and sub-advisor. Delaware has hired LPL Financial as a consultant to assist in ongoing investment reviews and in developing criteria by which Fund performance is measured. LPL Financial receives a consulting fee and sub-service agent fee based on invested assets. See the Optimum Funds' prospectus for details.

***The Optimum Funds information provided herein may be used in conjunction with the offering of shares only if preceded or accompanied by a prospectus. All Optimum Funds are offered by prospectus only. Investors should consider the investment objectives, risks and charges and expenses of the investment company carefully before investing. The prospectus contains this and other information about the investment company. You can obtain a prospectus from your financial representative. Read the prospectus carefully before investing. Delaware Investments is the marketing name for Delaware Management Holdings, Inc. and its affiliates.***

The LPL Financial family of affiliated companies includes LPL Financial and UVEST Financial Services Group, Inc., members FINRA/SIPC.

Not FDIC/NCUA Insured	Not Bank/Credit Union Guaranteed	May Lose Value	Not Guaranteed by any Government Agency	Not a Bank/Credit Union Deposit
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Member FINRA/SIPC

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