About LPL Financial

The nation's leading independent broker/dealer

LPL Financial is one of the top destinations for independent financial advisors and financial professionals working in banks and credit unions who are looking to build exceptional businesses that help retail investors work toward their aspirations in life. For four decades, LPL Financial has been committed to serving the unique business needs of these professionals. By providing access to quality services, products, and training; objective research; and innovative technology, LPL enables its affiliated advisors and financial institutions to focus on building and maintaining wealth for their clients.

One of the nation's leading financial services companies, LPL has been ranked first among independent broker/dealers for 20 consecutive years.* Formed in 1989 through the merger of Linsco and Private Ledger (founded in 1968 and 1973, respectively), LPL was established to serve as the Main Street investor's alternative to Wall Street. Today LPL serves more than 14,000 advisors and more than 700 financial institutions, proudly continuing its heritage of offering independent advice without conflicts of interest or proprietary products.

Supporting financial advisors

LPL delivers a total solution to support the full breadth of investor and advisor needs. Our differentiator is the combination of our capabilities across research, technology, risk management, and practice management. LPL makes meaningful investments to support the growth, productivity, and efficiency of advisors across a broad spectrum of models as their practices evolve. Our focus is working alongside advisors as their partner through complex environments in order to create the best outcomes for investors.

Supporting financial institutions

As the nation's largest provider of insurance and investment services to banks and credit unions[1], LPL offers access to the products, tools, services, and flexibility financial institutions need to develop customized investment programs for their clients. And, clients benefit from the convenience of having their diverse financial needs addressed at the bank or credit union they already know, trust, and do business with.

Serving Main Street with Independent Advice

An experienced, proven, and objective partner, LPL has no proprietary products, investment banking business, or any other conflicts that get in the way of providing independent, objective recommendations—just one way LPL differs from Wall Street firms. LPL also delivers in-depth research and timely perspectives about the ever-changing global economic marketplace, helping advisors help their clients understand and adjust to the latest financial developments.

Learn more at www.lpl.com

* Based on total revenues as reported by *Financial Planning* magazine, June 1996-2015

[1] Based on the number of financial institutions served as reported in the 2013/2014 Kehrer Saltzman & Associations TPM Report