

# LPL FINANCIAL AT-A-GLANCE

LPL Supports Your Financial Advisor Who Serves You

FOUNDED IN

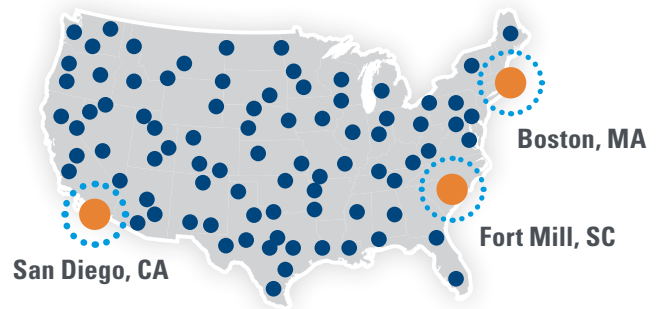
Est. 1968  
Linsco

**1989**

Est. 1973  
Private Ledger

through the merger of Linsco and Private Ledger

## LPL FINANCIAL LOCATIONS ACROSS AMERICA



### EMPLOYEES



**3,254**

### INDEPENDENT ADVISORS



**14,185**

### ASSETS



**\$502B<sup>1</sup>**

### BROKER/DEALER



**Largest Independent Broker/Dealer<sup>2</sup>** (based on total revenue) and the Fifth Largest (by number of advisors)<sup>2</sup>

## LPL RESEARCH



**~50**

Number of Employees



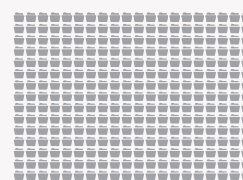
**10**

Average Years of Industry Experience



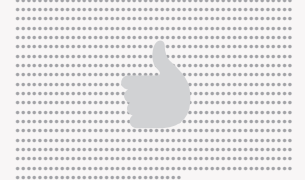
**~40**

Number of Advanced Degrees and Certifications



**300+**

Number of Portfolios Managed<sup>1</sup>



**950+**

Number of Approved or Recommended Managers<sup>1</sup>



### NO. 1 IN NET CUSTOMER LOYALTY<sup>3</sup>

LPL and its advisors have been ranked **No. 1 in net customer loyalty** among 24 leading financial distributor firms in a 2016 Cogent Reports™ study, led by Investor Brandscape® and released by Market Strategies International. The study explores 10 categories of investor loyalty, and

LPL scored among the top five in seven of the 10 areas, including three No. 1 rankings, in:

- **Quality of investment advice**
- **Financial stability**
- **Satisfaction of fees and expenses**



As the nation's largest independent broker/dealer, an RIA custodian, and the leading provider of third-party brokerage services to banks and credit unions, LPL backs the wisdom and experience of independent advisors with a catalogue of services and resources,<sup>4</sup> including:

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

<sup>1</sup> Asset and portfolio data through 03/31/2017 for assets for which LPL Research has discretion.

<sup>2</sup> As reported by *Financial Planning* magazine, June 1996 – 2016, based on total revenue.

<sup>3</sup> Market Strategies International/Cogent Wealth Reports: Investor Brandscape; December 2016 – Survey of 3,901 U.S. adults with at least \$100,000 of investable assets

<sup>4</sup> 2015/2016 Kehler Bielan TPM Survey. Based on Financial Institution Market Share