LPL Financial
Independent Advisor Services

The Rewards Of Independence

INDEPENDENCE OPENS UP A broad range of new opportunities and tangible benefits: the ability to strengthen your client relationships, generate greater revenue and dramatically enhance your quality of life. For these reasons, a growing number of financial advisors choose independence, and they choose it with LPL Financial—America's leading independent broker/dealer.[1]

At LPL Financial, you'll experience an excellent opportunity for professional growth, while being able to offer your clients the unbiased recommendations and individualized attention they expect. That's why we offer such a tremendous depth of resources. So you can spend your time building a more devoted clientele and a book of business that has lasting value.

Our Independence is the Best Independence

LPL Financial has worked purposefully to become America's leading independent broker/dealer.[1] We have $280 billion in total assets under management[2] and have built a unique business model that gives independent advisors every possible advantage.

Product Access, Platforms and Research

Clients are free to choose any investments and we believe advisors should be free to offer an unbiased array.

Our offerings include:

- An open architecture platform that gives you the freedom to choose from a wide variety of products including individual securities, mutual funds, separately managed accounts, annuities, life insurance, alternative investments and more.
- SAM (Strategic Asset Management), a fee-based asset allocation program that gives you unlimited flexibility to personalize clients' portfolios with more than 5,900 no-load, load-waived and institutional mutual funds, stocks and bonds.
- Totally unbiased, independent research (available online), which includes asset allocation strategies and model portfolios.
- A Portfolio Review Tool that is an asset allocation, equity and fixed-income research software package. It provides significant value in reviewing portfolios and is remarkably simple to use.

Transition Services and Training Programs

We appreciate that changing your broker/dealer relationship is a significant, challenging professional move. So we'll assign you a dedicated, experienced transition expert to help smooth the way. We also offer superior training and consulting services including class sessions, nonproprietary product sponsor seminars, Practice Management Consultants, relationship managers, reports, tools, Webcasts and online training modules. You and your staff will develop advanced skills to maximize the efficiency and profitability of your business.

At LPL Financial, we provide a culture that puts you first—an environment where your success is our primary concern. In other words, we realize that keeping clients satisfied—yours and ours—is still the best way to grow any business. To learn more about the Rewards of Independence call 888-250-2420 or visit joinlpl.com.

[1] *As reported by Financial Planning magazine, 1996-2007, based on total revenue.*
[2] *As of 3/31/08.*

A Registered Investment Adviser, Member FINRA/SIPC

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