LPL Financial

Independent | RIA | Financial Institutions | Insurance | Retirement Plans

In • de • pen' • dence

You define what it is

Helping you establish a competitive, independent practice is at the heart of LPL Financial. Using open product architecture and innovative fee-based programs—coupled with independent research, customized technology, and robust compliance and legal support—we provide you with the tools and flexibility you need to develop a business that best matches your clients' needs and your goals.

No matter how you envision the future of your practice, our comprehensive support and broad range of innovative business models can enable you to build and grow your business, your way.

The support you need

Let us help you reach higher production levels with the products, services and support you need to grow, plus an enhanced bonus structure based on your production. The size and scale of LPL Financial enables us to provide you with a full spectrum of research, marketing, legal and compliance, business consulting, trading and training resources—as well as customized clearing, advisory platform and technology solutions. Everything you need to run an efficient and profitable practice is waiting for you at LPL Financial.

The flexibility you desire

Serve your clients the way you feel is best, with a structure that is fee-based, commission-based, or a combination of the two—and enjoy the flexibility to build your business your way. Our fully integrated platform makes it easy, and we support you with dedicated teams of experienced service professionals focused exclusively on RIA practices.

Regardless of the option you choose, independence means you own your book of business, and you keep more of the revenue you generate through our bonus payout structure. You will have the freedom to sell your business or purchase another advisor's book to augment your own. Plus, owning your business will provide security for your family and continuity for your clients.

The area of focus you choose

LPL Financial is an industry leader and a clear choice of advisors who focus on retirement plan business. Our universal platform supports all registration models, and our integrated technology helps streamline operations, allowing you to offer your clients objective, conflict-free guidance. We can also help you increase your marketing reach through customized marketing services.

For independent advisors looking to partner with banks and credit unions, LPL Financial Institution Services offers unparalleled dedication and strength. The breadth of our network reaches across the country, serving the distinctive needs of countless communities, large and small. As an independent advisor within a financial institution, you are free from the pressure to sell proprietary products. You have the flexibility to choose from a broad range of providers offering appropriate strategies for any clients.

As an advisor with LPL Financial, you define your independent practice. Our role is simply to help you serve your clients more effectively and achieve the success you envision.

The partner to get you there

Focus on taking the future of your practice into your own hands by teaming with LPL Financial. From defining your compensation model to determining how to structure your business and where to focus your time and resources, we are committed to helping you meet your personal and business objectives while providing customized client service. Go independent, but don't go it alone. Own your own book, put clients first, and set yourself free. Leverage the strength of partnership with LPL Financial.

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