

# LPL BY THE NUMBERS



We like numbers, but our real value is all about supporting you. From the ways you can partner with us, to running your perfect practice. At LPL, you're more than just a number.

## LEADERSHIP, SIZE & STRENGTH

**\$1T+** Brokerage and advisory client assets, serviced or custodied

**21K+** Financial professionals serviced

**1K+** Financial institution partners

**FORTUNE 500** Ranked no. 442 on the Fortune 500 List<sup>1</sup>



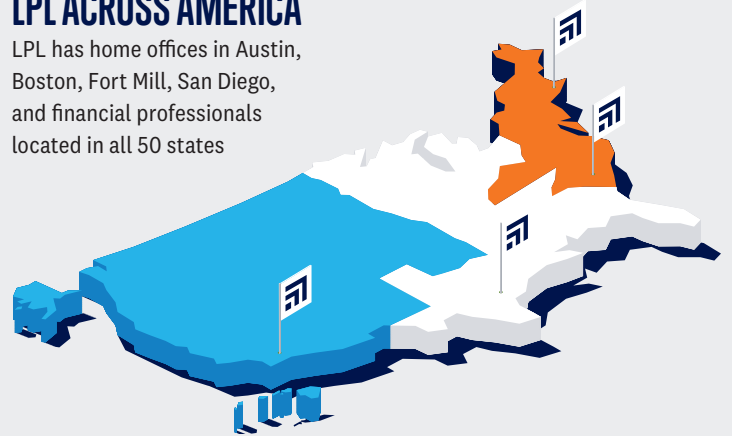
**#1 INDEPENDENT BROKER/DEALER**  
In the United States<sup>2</sup>

**#1 MARKET SHARE**  
among 3rd-party providers of brokerage services to banks and credit unions<sup>3</sup>

**#3 RIA CUSTODIAN**  
In the United States<sup>4</sup>

## LPL ACROSS AMERICA

LPL has home offices in Austin, Boston, Fort Mill, San Diego, and financial professionals located in all 50 states

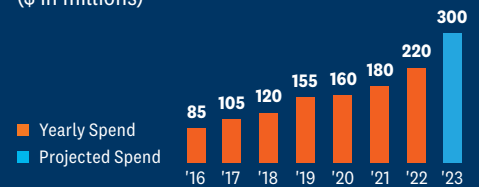


## SERVICE, TECHNOLOGY & PROTECTION

**\$220M**

LPL Invested \$220M in technology in 2022—we invest more in technology each year to deliver enhanced capabilities, new services, and better support for our advisors

## TECHNOLOGY PORTFOLIO SPEND (\$ in millions)



**\$40M**

## DEDICATED ANNUAL BUDGET

We invest in cybersecurity and data privacy to keep you and your clients protected from cyberattacks



**ZERO PROPRIETARY LPL PRODUCTS**  
Access to hundreds of different advisory models and investment products so financial professionals can make recommendations based on objective research and your clients' unique goals

**850+** Risk & compliance experts provide you guidance and oversight

**120+** Cybersecurity experts to keep you and your clients protected

Data as of April 3, 2023

- Fortune 500 ranks U.S. companies based on a review of the prior year's total revenue and factors such as profits after taxes, year-end assets and total stockholders' equity.
- As reported by Financial Planning magazine, June 1996-2022, based on total revenue.
- 2021-2022 Kehler Bielan Research & Consulting Annual TPM Report. Based on market share of AUM, revenue, and advisors.
- Cerulli Associates, 2022 U.S. RIA Marketplace Report

LPL.COM

 LPL Financial

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## SERVICE YOU CAN COUNT ON

**87%** OF Service calls are resolved on first contact

**9.4** OF 10 Overall call satisfaction score

**YOU CHOOSE** How to interact with us: call us, request a call back, or use our help features

## SUPPORTING YOUR EXTRAORDINARY BUSINESS



### ADMIN SOLUTIONS

Reduce daily tasks with experienced and trained administrative help



### MARKETING SOLUTIONS

Digital marketing to connect with clients and generate new prospects



### BUSINESS STRATEGY SERVICES

Optimize the growth, scale, and profitability of your business

Plus services dedicated to business planning, protection, and more!

### Join the Movement

LPL puts advisors at the center of everything we do. To learn more about our partnership options and how LPL can serve you and your practice, visit [www.LPL.com](http://www.LPL.com), [www.JoinLPL.com](http://www.JoinLPL.com), or call us at (866) 964-6380.

This material was prepared by LPL Financial, LLC.

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Not Insured by FDIC/NCUA or Any Other Government Agency	Not Bank/Credit Union Guaranteed	Not Bank/Credit Union Deposits or Obligations	May Lose Value
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