



Independent. Experienced. Customized.

How LPL Financial partners with your advisor to deliver wealth management.



Your financial goals are unique. Your advice should be, too.

At LPL Financial, we partner with your advisor to provide wealth management advice designed around your individual needs. By putting the expertise, options and scale of one of the nation's leading wealth management firms at the fingertips of your advisor, we enable them to create boutique wealth management offerings that can address your needs without compromise.

Advice that gets you — and your goals.

LPL empowers your advisor to manage your wealth with the personalization it demands, building an individualized experience while giving you access to a comprehensive selection of investment products, strategies, and advice.

It's more than an approach. It's a promise to help safeguard and preserve your wealth with the same focus you apply to building it.

Your goals.
Your rules.
Your purpose.





Our independence. Your advantage.

At LPL, independence isn't just a business arrangement – it's a foundational promise to put you and your needs at the center of everything we do. It ensures you always know that your advisor has the tools to build a sophisticated approach around your needs, using whichever solutions are well positioned for your specific situation.

Unlike other firms, LPL advisors are never limited to proprietary products. Instead, we enable your advisor to choose from the most comprehensive range of financial opportunities available, so your advisor can find, and recommend, differentiated strategies for your individual wealth goals.



Committed to earning your trust.

Whether safeguarding your personally identifiable information, your data or your assets, we are committed to leaving no stone unturned. That commitment starts with regulatory oversight. We're regulated by state, federal and self-regulator agencies, including FINRA, the SEC, and MSRB.

Differentiated strength & stability.

For over 30 years, LPL has been a leader in wealth management. Today, we support over 30,000 financial advisors and 7 million clients. That's why, when your advisor partners with LPL, they're backed by the size, stability and longevity required to provide you with uncompromising security. However, we are never satisfied. We use our scale to continually invest in future-proofing our technology, products and capabilities so we can offer the highest service to you.

Over \$2 trillion in brokerage and advisory client assets, serviced or custodied*

—
Fortune 500 company

—
#1 independent broker-dealer for 25 years running**



Access specialists in everything.

Choosing a financial advisor is about both expertise and trust. With LPL at their side, your financial advisor is backed by an entire team of professionals and capabilities, with access to constantly-innovating financial products, services and solutions. Your advisor can choose to consult with these specialists on everything from estate planning to boutique investment opportunities.

Ultimately, your goals are supported by the world's largest independent broker-dealer,** with over 9,000 employees working day and night so the advice you receive is dynamic yet time-tested, exhaustive but never overwhelming. Welcome to a bespoke strategy that's as deep as it is broad, designed to help you fully capitalize on opportunity in today's ever-changing environment.

Our capabilities, your possibilities

Financial Planning

We put sophisticated tools in the hands of your advisor so they can fully understand and guide your wealth in all its complexity.

Estates

LPL's experienced attorneys work with your advisor to help you structure complex estate plans, so you can pass wealth on to the next generation.

Tax

Your advisor partners with our tax professionals to mitigate missteps and manage your tax liability.

**A team of experienced specialists
behind every suggestion.**

—

*“Enabling advisors to serve their clients with distinction starts and ends with client-centricity:
building our offering entirely around individual clients’ needs.”*

—

Rich Steinmeier, CEO of LPL





Alternative Investments

Additional exposure to non-correlated or complementary positions outside of traditional equity and bonds can unlock growth and create income opportunities. LPL helps your advisor access and evaluate alternatives – private equity, private credit, real estate, infrastructure and more – tailored to your goals and risk profile. Through LPL’s alternative investment lineup, you’ll be able to:

- Enhance diversification and return potential
- Gain access to private equity, credit, hedge funds, and real assets
- Leverage tax deferral options through structures like DSTs and Opportunity Zones

Banking & Lending Solutions

Managing wealth requires more than investments – it demands integrated banking and lending strategies. LPL helps your advisor deliver solutions that optimize cash flow and preserve your portfolio. Through LPL’s Banking and Lending Solutions, you can:

- Integrate banking and investing for a seamless experience
- Maximize idle cash with insured sweep programs
- Access liquidity through flexible lending solutions

Enhance your cash management and borrowing strategy with solutions designed to achieve your financial goals.

Comprehensive Financial Planning

Complex wealth calls for customized strategies and solutions. LPL equips your advisor with advanced planning tools and specialists to address your entire financial picture in one. As part of this integrated planning process, you'll receive:

- Integrated strategies across financial disciplines
- Scenario modeling and projections to help guide your decision making
- Multi-disciplinary (a lot into one) coordination with estate, tax, and philanthropic planning specialists to ensure a cohesive plan

Income Tax Planning

A smart tax strategy is about paying less today – and building more for tomorrow. With LPL, your advisor can tap into dedicated tax professionals who help reduce current and future tax exposure, retain more earnings, and align investments, estates, and business moves with long-term efficiency. Your LPL tax strategy will:

- Focus on the mitigation of future tax liabilities through strategic planning
- Align your investment, estate, and business decisions for greater tax efficiency
- Support your charitable giving and legacy planning with tax-smart structures

Our guidance is independent and fully integrated with your overall financial plan – so every decision supports your bigger picture. If you have tax professionals you rely on, we'll be sure to keep them involved in the planning process.





Executive Compensation Guidance

Executive pay can be rewarding but is often complex and requires an intricate, thoughtful approach seeking to ensure the most is made of it. LPL helps your advisor navigate stock options, restricted shares, deferred compensation, and equity and executive incentives to optimize value and reduce risk. By working with LPL, you'll be able to:

- Better position your compensation package for value and tax efficiency
- Monetize, hedge, and diversify concentrated holdings
- Prepare for retirement or corporate transitions with a strategic approach

Single-Stock Risk Management & Monetization

A large, concentrated position can originate from many circumstances, but the risk doesn't need to be outsized. LPL helps your advisor monetize, hedge and, if desired, diversify the position. By working with LPL, you'll get:

- Liquidity unlocked
- Safeguarding from downside risk, along with continued participation in upside price movement
- Strategies that account for tax implications and new, potential investment opportunities

Insurance Planning

Insurance can be more than protection – it can help preserve, transfer, and create wealth. Working with your advisor, LPL specialists design strategies to safeguard your legacy, support business succession, and create liquidity when it's needed most. We'll look at strategies to:

- Provide liquidity for estate tax obligations without forced asset sales
- Fund buy-sell agreements and key-person coverage for business continuity
- Structure policies designed to protect assets and build accessible cash value

Our guidance is tailored, ensuring your insurance plan supports your broader wealth strategy and long-term vision.

Tax-Efficient Investing, Planning, & Strategy

Tax strategies, whether seeking efficiency or offsetting liabilities in other parts of a balance sheet, can be complicated within portfolios. LPL gives your advisor the tools to design portfolios aimed at maximizing after-tax returns without compromising your strategy. Through this approach, you can:

- Potentially maximize after-tax returns through smart portfolio design
- Leverage asset location and tax-loss harvesting strategies to reduce taxes over time
- Integrate charitable giving for tax efficiency

In partnership with your LPL advisor, we'll engineer your portfolio to work towards your goals.





Advanced Portfolio & Investment Analytics

Better insight leads to better decisions. LPL provides advanced analytics to help your advisor understand how portfolios respond under different conditions, enabling more informed and confident decision-making. Through these insights, you and your advisor gain:

- Deep insight into portfolio dynamics
- Analytics that can drive more informed decisions
- Proactive risk management, making it easier to appropriately plan for the future

LPL helps your advisor turn complex data into clear action – so your portfolio is built with confidence and lasting vision.

Visit lpl.com to learn more.

*As of September 2025.

**As reported by *Financial Planning* magazine, 1996-2025, based on total revenue.

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LPL Financial does not provide tax or legal advice. We suggest that you discuss your specific situation with a qualified tax or legal advisor.

Alternative investments may not be suitable for all investors and should be considered as an investment for the risk capital portion of the investor's portfolio. The strategies employed in the management of alternative investments may accelerate the velocity of potential losses.

Investing involves risks including possible loss of principal. No investment strategy or risk management technique can guarantee return or eliminate risk in all market environments.

Securities and advisory services offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates.

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Not Bank/Credit Union Deposits or Obligations | May Lose Value**