



Define Your Independence:  
Building Your Future

## Define Your Independence: Building Your Future

It used to be that “going independent” meant going out on your own. Alone. That’s not the case anymore.

There are many ways to go independent and create a practice that’s right for you and your clients. Whether you want to strike a better work/life balance; find new ways to provide your clients advice; or work smarter, not harder, there are many affiliation options designed to enable you to build and grow your business your way.

Are you ready to build your future?

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# The Current Advisor Marketplace

A recent study shows dramatic migration among financial advisors. What's driving this? Where are these advisors going? Advisors considering a change cite multiple motivators influencing their decision on where to go. These factors include the opportunity to earn more money; greater independence; better work/life balance; and a desire for greater job satisfaction.

As an advisor today, you are faced with many outside issues that affect your business. Maybe it is your concern about the impact cost reductions or fee increases at the corporate level will have on the way you serve your clients and your bottom line. Or perhaps it is the need to explain financial instability and ethical concerns in the industry to your clients.

At the same time, there are other factors that are critical to meeting client needs, such as reliable back-office technology, marketing and sales support. Service also has a direct impact on client retention, and the amount of support you receive can determine how much time you spend developing new business and client relationships. As an independent advisor, you are no longer saddled by decision makers obligated to focus first on corporate profits and preserving stockholder value. Instead, you call the shots, in line with the best interests of your clients and your practice.

In today's competitive financial landscape, advisors need a partner who will provide the freedom and resources required for success. This includes new tools to allow you to grow your business and differentiate yourself in the market and a platform that will allow you to evolve your practice.

## MORE WIREHOUSE REPS ARE LOOKING TO LEAVE THEIR FIRM

An independent report\* found that 22% of 1,700 advisors surveyed across all distribution channels are "open to the idea" of moving to a new firm. That percentage is consistent with previous years, but substantially more advisors at national wirehouses (29%) said they were considering leaving their firms than did so in the previous year's survey (25%). The reasons most often cited by wirehouse advisors for wanting to leave were the opportunity to make more money and a desire for greater job satisfaction.

\*Cogent Research Study: Information provided is based on a 2012 survey of 1,741 financial advisors with an active book of business of at least \$5 million and who offer investment advice or planning services to individual investors. Special consideration was taken with regard to assets under management (AUM), investment channel, age, gender and region. Cogent Research, "Advisor Channel Migration Trends™ 2012," Copyright © 2012 by Cogent Research LLC. All rights reserved.

## LPL Financial ranks #1 in areas that are most important to advisors.\*

In terms of where advisors would like to land, LPL Financial ranked first among 25 broker/dealers listed as options. The survey asked advisors to rank on a scale of 0 to 10 the likelihood that they would consider each broker/dealer as a possible destination. "High" consideration included ratings of between 5 and 10. LPL Financial was given high ratings by 43% of the advisors surveyed.

No matter how you envision independence, LPL Financial has a business model to fit your needs. We believe that independence does not have a single definition. It is defined by you.

LPL Financial tops the list for firms being considered among advisors seeking more money and greater control/independence:

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### 51% of advisors seeking more money are considering LPL Financial



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### 47% of advisors seeking greater control/independence are considering LPL Financial



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# What is the Right Fit for You?

The independent channel continues to be one of the industry's fastest growing sectors\*—in number of new advisors, asset growth and earnings potential. This comes as no surprise, since independence is not confined to a single type of advisor. Independence is defined by you.

Advisors are taking advantage of a growing variety of affiliation options. But you don't have to settle for a one-size-fits-all solution. It is key to align yourself with an experienced partner that can provide a fully integrated model and the right fit for your business, your growth and your future.

LPL Financial enables you to align your interests with those of your clients, helping provide the freedom, flexibility and scalability you require to grow your business in the direction you choose. Our universal platform and broad range of innovative business models are designed to accommodate any business model—fee-based, commission-based or a combination of the two—to make it easy and profitable to build your practice your way.

Independence with LPL Financial is designed to allow you to build equity in your business, increase profitability, choose your own business models, and make the best decisions for your clients. Whether you're growing a team from the ground up or joining an existing one, LPL Financial has the tools and expertise to help you realize the full benefits of independence—for you, for your family and for your community.

In determining which model is right for you, where you want to be several years from now is as an important consideration as where you intend to take your practice in the short term. Consider how you want to grow your practice and where you see the greatest opportunity for the future success of your practice. This can help ensure you choose a partner with a platform flexible enough to evolve and grow with your practice.

## Solo Independent Practice

Independence offers the broadest choice in practice structure and broker/dealer affiliation. Our open product architecture and innovative fee-based programs, coupled with independent research, provide you with the tools and flexibility you need to develop investment programs best suited for your clients.

Our affiliated advisors enjoy an array of resources, including complete compliance and back-office support, sophisticated financial-planning tools, extensive research capabilities, technology to make you more efficient, marketing strategies for small businesses, and much more. All these resources at hand give you more opportunities to focus on building the equity you want in a practice you call your own.

## Form an Independent Team

Going independent with a partner or colleague has become more and more common. From a shared business vision, to the potential for greater productivity and profitability--the benefits of ensemble practice can be compelling. The different talents and knowledge of a team can provide an opportunity to service a wider range of clients as well. We provide the support you need to build your own winning team at LPL Financial.

## Join an Existing Team or Branch

Partnering with an established LPL Financial firm can provide the perfect combination of autonomy and support. You are able to enjoy true independence while benefiting from added logistical support, lower startup costs, shared overhead and other economies of scale. By sharing the knowledge of those who've already made their move, your transition can be smooth and efficient.

## Bank and Credit Union

If you are passionate about offering objective advice and non-proprietary investments, but are also interested in the benefits that come with the backing and support of a reputable financial institution, consider a partnership with an LPL Financial affiliated bank or credit union. Working as an advisor in a financial institution provides you with convenience and efficiencies and, research\* shows, advisors within banks and credit unions who partner with LPL Financial generate more recurring revenue, achieve higher production levels, produce higher profitability and gather more new assets.

\*2010 Kehrer-LIMRA Financial Institution Investment Program Benchmarking Survey comparing financial institution advisors who work with other third-party broker/dealers.

## RIA

Whether joining the LPL Financial corporate RIA, starting your own or affiliating with an existing RIA, our universal custody platform is designed to accommodate any business model. Our fully integrated platform delivers a full range of resources that address every facet of your practice. We support you with dedicated teams of experienced service professionals focused exclusively on RIA and hybrid practices. With access to the right resources and support, you have more time to devote to clients and business development as you confidently take your practice to the next level.

- **Form your own RIA**

As a Registered Investment Advisor, you enjoy the freedom and rewards that come with successful business ownership. Our fully integrated RIA platform results in a seamless experience for you and your clients.

- **Hybrid RIA Offering**

Dual registration enables advisors to meet client needs for advisory services as well as a full range of investment products. Hybrid advisors with LPL Financial enjoy the independence and flexibility of running their own RIA while benefiting from the support and integration of LPL Financial's custody platform.

- **Join an Existing RIA**

Whether you are seeking independence for the first time or are established and bring years of experience, partnering with an existing RIA affiliated with LPL Financial offers many benefits including: the management of complex compliance and risk management responsibilities for you, shared cost efficiencies and the support of an established network while offering the ability to manage, market and run your practice your way.

Regardless of the model you choose now or may change to in the future, our platform allows your practice to evolve with new opportunities and client needs, and helps provide a seamless transition for you and your clients.

## Insurance

High-net-worth investors increasingly seek objective guidance and holistic solutions to their wealth building, estate and income-planning needs. For many of these individuals, insurance and related products including annuities and variable annuities play an important role in the achievement of these goals. With LPL Financial, you be able to offer

LPL Financial is one of the "most-desired destinations for potential breakaway financial advisers," according to a report by Cogent Research.\*

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high-net-worth clients the broader product line-ups they seek. In addition to term, whole life, universal life and variable universal, with LPL Financial you can expand your product offerings through a broad range of investment products.

LPL Financial Institution Services is uniquely qualified with our vast resources and network affiliations to help you succeed. We are a recognized leader in this space, and currently support approximately 2,500 advisors at nearly 700 financial institutions across the country.

## Retirement Plan Specialist

As the nation's preeminent retirement plan platform, LPL Financial Retirement Partners offers a comprehensive range of industry-leading tools and services that allow you to service your sponsors across the full range of brokerage and advisory retirement plan models.

Leveraging our 3(21) and 3(38) capabilities, you can position yourself with confidence as a fiduciary to your clients, offering them objective, conflict-free guidance. And, you can increase your reach through customized Worksite and marketing services developed specifically for our retirement-plan specialists. LPL Financial Retirement Partners also helps you plan for your future and the future of your business with experts in succession planning.

## Define Your Independence the Way You Want

The LPL Financial universal platform supports any business model:







## Partners in Success

Helping you establish a competitive, independent practice is at the heart of LPL Financial. We work closely with you to learn your goals and design the smartest path to growth. This consultative process combined with industry-leading expertise, tools and strengths is a formula that can translate into a more profitable and efficient practice.

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.

# Are You Ready to Start Building Your Future?

Focus on taking the future of your practice into your own hands. By freeing yourself from production quotas, cross-selling mandates and other restrictions, you can discover a smarter, more personalized approach to advising. And with the support of LPL Financial, you'll be able to combine the full capabilities of an industry leader with the freedom to run your business as you see fit.

## Finding the Right Fit

With so many ways to go independent, our business-development consultants will work with you to analyze your practice, strengths and needs and help you find the right model that works for your goals. They've helped thousands of advisors make a successful move that fits their lifestyle, work style and clients' needs.

## The Support You Need

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.

## The Flexibility You Desire

Serve your clients the way you believe 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. 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.



## Make a Smooth Transition

When you choose to make a move, the most seamless transition takes place when you receive dedicated support, training and careful planning at every stage. Many broker/dealers and custodians have a knowledgeable transition team and specific process for helping you make your transition. But not all are the same, so it is important to know what assistance and support you should expect. A dedicated transition specialist from LPL Financial will be with you every step of the way to ensure you and your clients transition as smoothly as possible. We focus on your transition so you can keep focus on your business.

## 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.

## About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), is the nation's largest independent broker-dealer (based on total revenue, *Financial Planning* magazine, June 1996-2012), a top RIA custodian, and a leading independent consultant to retirement plans. LPL Financial offers proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to over 13,000 financial advisors and approximately 685 financial institutions. In addition, LPL Financial supports over 4,500 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms and technology solutions. LPL Financial has headquarters in Boston, Charlotte and San Diego.

We invite you to learn more about independence with LPL Financial. Call us at (888) 250-2420 to speak in confidence with one of our experienced consultants.

[www.joinlpl.com](http://www.joinlpl.com)



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