

Advisor Inclusion and Belonging

Our Vision at LPL Financial

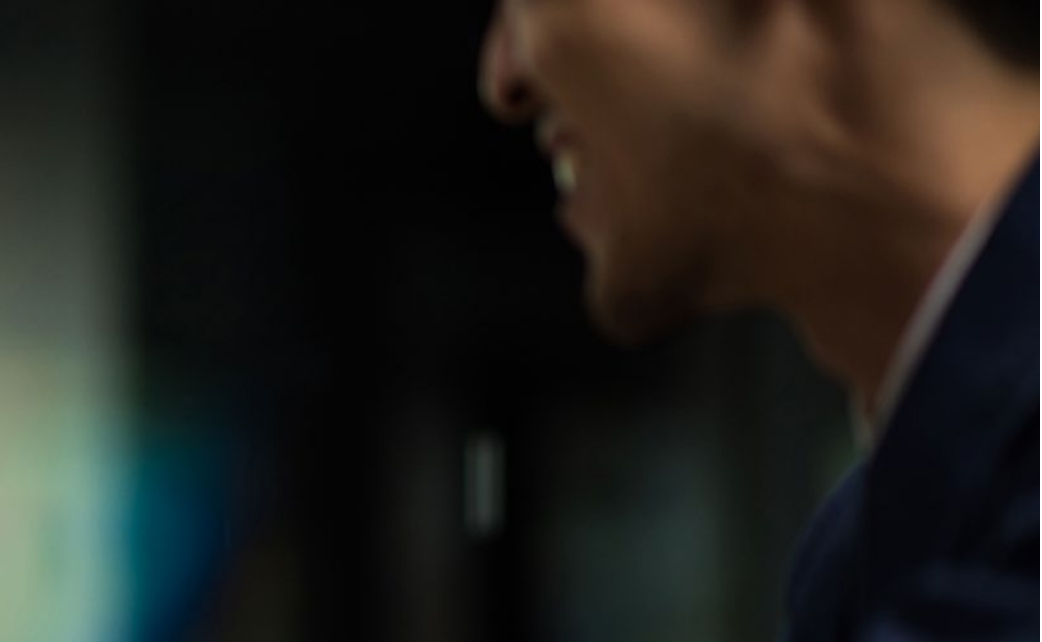




Our Vision at LPL Financial

We are dedicated to helping advisors run a thriving practice that enables individuals and families to pursue their financial goals. We are committed to cultivating a diverse advisor community to meet the dynamic needs of an evolving investor community and supporting the growth of underrepresented advisors within the LPL family.

- 1 Attract more LPL advisors to reflect the changing marketplace**
There is a need for positive change across our industry, and for financial advisors to reflect and serve America's diverse investors.
- 2 Position LPL Financial as a destination of choice for all advisors**
The Advisor Inclusion team can be a strategic partner to assist in leveraging programs and training for the next generation of advisors in the financial industry.
- 3 Create inclusive support systems for advisors**
All advisors should be able to enjoy a sense of community with others in their profession. We provide spaces for underrepresented advisors to connect with peers and exchange insights to enhance their business.



Connect & Grow

Advisor Communities

Our Advisor Communities are intentional peer-led networks that offer underrepresented advisor populations the opportunity to connect, exchange best practices, and access tools to enhance business growth. Current Advisor Communities are Asian American & Pacific Islander, Black, Hispanic & Latino, Pride, and Women. We are also happy to extend access to these networks to anyone who identifies as an ally to these populations.

Advisor Events

We engage with advisors throughout the year – online through digital tools and offline at in-person events. Our goals remain consistent: To build and sustain community and drive growth in our underrepresented advisor segments.

- **LPL events:** Whether as a standalone event, such as Focus on Women, or an intentional gathering at a larger LPL recognition conference, we partner across the firm to build best-in-class experiences unique to the needs of our advisor community.
- **Industry events:** We are proud to support key partners across the financial services industry who share our passion and dedication to elevating experienced advisors as well as building the pipeline of next-generation talent from all backgrounds.

Diverse Investor Educational Tools and Resources

We offer education, outreach, and sales and marketing materials for advisors looking to expand or deepen their engagement with underserved investor groups.

Advocate

Advisor Inclusion Council

The LPL Advisor Inclusion Council is a group of representatives from advisor firms and institutions partnering with home office leaders to make progress towards LPL's vision to be the most inclusive firm in the industry. Council members provide feedback and input on LPL's strategic plays and roadmaps to help execute on the Advisor Inclusion Program's three major objectives to connect, grow, and include underrepresented advisor groups at LPL.

LPL Advisor Communities



Asian American & Pacific Islander



Black



Hispanic & Latino



Pride



Women

**Learn More About Our
Inclusion and Belonging Program**

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go.lpl.com/inclusion

