

# Supporting Women Like You



# It's All About You

At LPL Financial, we're committed to your success. In support of that commitment, our mission is to take care of advisors like you, so you can take care of your clients. We're your partner, providing the tools, technology, resources, and community support you need to manage a thriving practice and help the individuals and families you serve achieve their financial goals.

## Independence on your terms

As an independent advisor, you own your client relationships and book of business, and have the flexibility to run your business, your way. At LPL, you have a choice of business models to pursue, and whatever you choose, we'll meet you where you are and support you now and into the future—so you won't have to change firms if you decide to change your practice.

### The flexibility to run your business, your way

With LPL, you have the freedom to manage your business and relationships in the way that's best for your business. Because we have no proprietary funds, you have the flexibility to manage portfolios and assets. You and your clients can feel confident that their best interests always guide your financial advice. Our investments in advisor-focused technology mean you get to spend more time advising clients and less time on inefficient software.

### A full range of resources to support your practice

Your partner is the backbone of your business, where you can go for technology, support, and tools to help you manage your business efficiently. With LPL, you'll have access to experts in succession planning, financial solutions, practice management, and more. The unique service options offered through LPL Business Solutions provide you with dedicated, trained specialists in technology, marketing, finance, and operations to save you time and help grow your practice.

### Consistent compensation with no glass ceiling

One benefit of being an independent advisor and business owner is the compensation you earn for the value you've created for your clients. We respect your hard work and, because our success depends on yours, we support you in realizing the highest possible value from your business. Our size and scale allow us to provide competitive payouts, pricing, and fees, with the ability for you to retain more of the revenue you generate.

## Women Advisor Community Events and Workshops

At LPL, you can work with and learn from other successful women advisors like you. Join us to connect with our community of women advisors. Together, we'll share best practices, techniques, and tools that empower you to grow your business. We offer lots of opportunities to network and learn practice management skills at forums like these:

- **Focus on Women:** An event open to all women advisors and focused on professional development, best practices, and networking opportunities.
- **Achieve:** A Women's Leadership Forum for top LPL women advisors, focused on business strategies, practice management, and overall growth.
- **Women's Business Roundtable Luncheons:** Hosted at various LPL conferences to build professional networks and share, learn, and grow together.
- **Regional Women Advisor Events and Study Groups:** Opportunities to learn keys to success and best practices from fellow advisors.

## A Proven Leader Committed to Women's Success

LPL has received a multitude of awards and honors for our diversity and inclusion initiatives, including:

- Awarded 2022 WealthManagement.com Industry Award for **Outstanding Achievement in Diversity, Equity, and Inclusion** for efforts in advisor diversity and inclusion.<sup>1</sup>
- Named a 2020 Women on Boards **Winning "W" Company** in 2019 for having 20% or more of its board seats filled by women and recognizing that companies with more women board directors experience higher financial performance.<sup>2</sup> At LPL, women make up 37.5% of our board of directors.<sup>3</sup>
- Awarded 2019 WealthManagement.com Industry Award for efforts in **advisor diversity and inclusion**.
- Recognized as InvestmentNews 2019 **Diversity Champion** for firm's programs in support of advisor and end investor diversity and inclusion.<sup>4</sup>

1. Criteria include direct measurable results such as scope, scale, adoption, and usage, as well as subjective measures of creativity, imagination, and new ways to encourage and promote diversity, equity, and inclusion  
2. Catalyst's most recent report, The Bottom Line: Corporate Performance and Women's Representation on Boards  
3. Board of Directors, LPL Financial Holdings, Investor Relations: <https://investor.lpl.com/corporate-governance/board-of-directors>  
4. The award recognize firms that have internal programs to increase diversity or external campaigns to improve financial literacy among diverse groups in financial advice business



LPL offers the support, flexibility, and community that make it easier for women like you to grow your business. We'd like to do the same for you, so contact us today at [joinlpl.com](https://joinlpl.com).

**LPL Financial Advisor Diversity  
and inclusion**

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[go.lpl.com/women](https://go.lpl.com/women)

