

RIA CUSTODY AT LPL

Your business, your terms—our support.







YOUR RIA. YOUR WAY. OUR PLATFORM.

You've built your business.

You know your clients, and what's best for them.

You have a vision.

We help you realize it.

Run your RIA your way.

With LPL supporting you.

At a time when business owners need more support than ever, some custodians may be providing less. Instead of helping you navigate complexity—regulatory requirements, investor expectations, fee pressure, technological advancement—they cut services in a price race to the bottom. Where once you could find valuable partners, you now find minimum viable service.

We take a different approach.

When you custody with LPL, you get complete access to our consultative support. That includes a dedicated relationship manager and RIA support team trained in the nuances of your business. It also includes growth consulting, mergers and acquisitions support, flexible investment platforms, innovative open-architecture technology, independent research, and business services such as marketing consulting.

It also includes the promise that we won't compete for your clients. Can your current custodian say the same?

Specially Trained RIA Support

At some point, you'll need to call your custodian. Whether that's for a question, a request, or to resolve an issue, you'll want your call handled swiftly, by someone knowledgeable and empowered to help.

When you call LPL, you'll reach someone who knows you and your business. Your dedicated relationship manager offers a strategic perspective and helps consult on your business growth. Your service pod is comprised of individuals who serve a limited number of RIAs and will get to know you as they help you resolve issues quickly.

Our goal when you contact us is to get you the right answer the first time, every time.



GREAT SERVICE—PERIOD

Whether large or small, every RIA gets a dedicated service team and a relationship manager.



“After having multiple custodians, we’ve truly been able to see that yes, LPL’s number one business is us, the advisor. And that shows in everything they do. On the flip side, it shows at the other firms that we’re clearly not a number one priority. It shows in the products they deliver, the software they put in front of us, and the service we get on the back side. At the end of the day, there’s a reason why I picked LPL from day one. And after adding these additional custodians, it’s just solidified that decision.”

—Carr Burgoyne Jr.,
Symphony Financial

As other firms embrace a lower-cost, self-service approach, we’re delivering more attention to all of our RIA clients regardless of size—which means you’ll never have to meet a minimum asset requirement for top-tier support. We’re in the business of taking care of your business—whether it’s through the exceptional experiences our services teams deliver, our decades-long history of platform innovation, or the ongoing and significant investments we make in modern capabilities and technologies. It’s all about serving you better.

We pair a unique service and relationship model with a comprehensive set of business and technology solutions that assist in every area of your enterprise—so you can pick and choose what works best for you. You maintain control over your assets, clients, technologies, and risk management—but continue to have access to the appropriate LPL levers you need to drive—and thrive.

Your service team knows your specific business and is there to support your every need. Your relationship manager connects you with practice management solutions and preferred access to expert consultants who support your RIA’s growth and ongoing operations. The sole job of the relationship manager is to ensure you’re getting what you need from your partnership with LPL.

BACKED BY SCALE

You'll benefit from partnering with a top-three custodian, as well as the nation's leading independent broker-dealer.* When you work with a firm that has extensive experience serving independent financial advisors, your needs aren't just met—they're anticipated.

Growth Support

When you custody with LPL, you'll have complete access to LPL's vast consulting and growth resources. This includes high-net-worth consulting, mergers and acquisition consulting, access to capital, independent expertise from LPL Research, wealth consulting, and conferences and recognition events that bring together like-minded advisors.

Stability

LPL is a Fortune 500 company that manages over \$1 trillion in assets and has been a leading financial services firm for 25 years running.* Custody with confidence that your custodian has the strength and stamina to meet the challenges ahead—and to guide you through them.

With continued reinvestment in the business, LPL is committed to staying at the forefront of industry trends and innovation.

Onboarding Experience

Your accounts will move as quickly and smoothly as possible under the guidance of a dedicated RIA onboarding team who have helped thousands of advisors and RIAs transfer their books to LPL.

*Top RIA custodian (Cerulli Associates, 2020 U.S. RIA Marketplace Report); no. 1 independent broker-dealer in the U.S. (Based on total revenue, *Financial Planning* magazine June 1996-2021); Fortune 500 as of June 2021.





THE HYBRID ADVANTAGE

If you plan to offer brokerage services, you'll need a broker-dealer. Combining broker-dealer and custody services centralizes and simplifies your business. You'll get one sign-on, one client portal, one statement, and one team to call.

While you are not required to use LPL's broker-dealer, our fully integrated solution for RIAs has several distinct benefits:

- **Your clients receive a single, consolidated statement.** Rather than separate statements from your custodian(s) and broker-dealer, all of your clients' brokerage and advisory assets will be combined into a single statement.
- **You have one team to call.** If you custody with LPL and use our broker-dealer services, all of your support needs will be handled by the same team who knows you and your business.
- **All of your accounts live on one platform.** Access all of your advisory and brokerage accounts through a single, integrated workstation.
- **Work with the leading independent broker-dealer 25 years running.*** When you work with us, you're working with the best.

*As reported by *Financial Planning* magazine, June 1996–2021, based on total revenue.

TOOLS THAT WORK— AND WORK TOGETHER

Run your day through a fully integrated custodial workstation that's simple to use, seamlessly integrated, flexible, and responsive.

If you custody with LPL, you can choose to use LPL's technology, third-party tools, or a custom tech stack that best meets the needs of your RIA.

Together, our systems create a cohesive, streamlined experience.

Everything runs through a central hub, ClientWorks, that integrates LPL and third-party applications. From this single workstation, you can service all of your accounts without having to sign into multiple systems.

- Open new accounts within minutes
- Place trades, move money, and track the status of every client request
- View your clients' portfolios in a fully integrated client reporting tool
- Manage your relationships through a choice of integrated CRMs
- Turn prospects into clients with dynamic proposals

For Your Clients

Your clients have secure, 24-hour online access to their investment account information via computer, tablet, or smartphone. They can view their accounts, statements, secure documents, and financial plans, allowing them to easily and tangibly see the value you provide.



GET WHERE YOU'RE GOING, WITH HELP

With our resources, you can take your RIA where you want it to go. We offer exciting solutions to facilitate both organic and inorganic growth, ranging from access to capital to business consulting services. Each of our offerings has one goal and one goal only: to help you succeed in reaching *your* goals.

Your consulting conversations start with, “What do you want to accomplish?” From there, we guide you to the teams and resources that can help you get there. You decide when and how you want to engage.

Business Consulting

Think of Business Consulting as your expert guide to practice management. This team is focused on getting to know your business and your vision—and then proactively aligning resources and strategies to help you reach your goals and deliver a better service experience to your clients.

Wealth Consultants

A trusted extension of your practice, the Wealth Management team provides investment, product, and planning strategies to help you grow your business efficiently and profitably. Through an integrated approach, this team helps you engage more broadly and deeply with your clients and expand your value proposition beyond traditional investment management.

- **Holistic expertise:** Get advice on all areas of investment management, coordinated by your primary wealth management consultant.
- **Independent insights and advice:** We'll leverage business intelligence to uncover areas of opportunity in your practice.
- **Dedicated teams:** Work with subject-matter experts from the Insurance and Annuity, Financial Planning, Advisory, and Retirement Partners Consulting teams.





High-Net-Worth Consulting

High-net-worth clients have unique, complex demands, and we can help you meet them. Our consultants connect you to a network of resources and experts to help you successfully deliver solutions catered to high-net-worth clients.

Marketing Solutions and Consulting

Your brand is yours to control, and our team is here to help you expand your reach. You'll have the option to use our turnkey solutions or consult directly with our marketing experts.

When you work with a marketing consultant, they can plan and execute a variety of campaigns from an agency-level perspective with financial industry acumen. Your marketing consultant will work closely with you to define your brand voice, tone, and business objectives to create a robust digital presence that attracts prospects. Our consultants have extensive knowledge in a variety of digital outreach platforms such as:

- Email marketing campaigns and communications
- Lead generation campaigns and SEO evaluations
- Social media campaigns and strategy

Through defined analytics and efficient communication, your business's reach will go further.

Mergers and Acquisitions Support

Whether you're looking to grow through acquisition or realize the value of your business through the sale of your financial practice, LPL's M&A Solutions team can provide turnkey expertise to ensure a successful transaction. Our experts have extensive knowledge and hands-on experience with the complex processes that come with the buying and selling of businesses.

Working with an LPL professional through M&A Solutions offers a variety of benefits to you, your business, and your team, including:

- **Faster deal completion.** Most financial advisors see completion within 60 to 90 days on average.
- **Maximized business value.** A thorough and objective evaluation of your business ensures you receive the most viable financial opportunities.
- **Direct access to our experts.** You will receive one-on-one advice and the collective knowledge of not just one, but a team of experts who've successfully executed an average of over 100 M&A deals per year.

Build and Grow Your Extraordinary Business

Great client experiences create successful businesses. And great client experiences are the result of effective, efficient, and knowledgeable service. As your business evolves and grows, having a supportive team behind you is essential.

Through LPL Business Solutions you'll find the strategic partners and industry-leading resources and tools that best support your business. In addition to **marketing** and **M&A** support, take advantage of:

- **Admin Solutions.** Reduce daily tasks and optimize client communication with the help of an industry-experienced and highly skilled administrative professional.
- **CFO Solutions.** Get everything you need to optimize the growth, scale, and profitability of your business through a personal chief financial officer.
- **The Digital Office.** Protect your practice and your clients with digital security solutions.
- **The Assurance Plan.** Protect your practice, preserve your legacy, and provide for your loved ones following an unexpected event.
- **Resilience Plan.** Keep your business running your way with unparalleled support designed to meet the most important aspects of your practice during your temporary absence.

CASE STUDY

ONE. ONE. FOURTEEN.



GREAT VALLEY ADVISOR GROUP PARTNERS RYAN TODD AND JAMES SPINELLI SHARE THEIR PHILOSOPHY AND SECRETS TO SUCCESS IN TODAY'S CONSOLIDATING RIA ENVIRONMENT

January 1, 2014. It's a day that features heavily in the story of business partners Ryan Todd, CPA, and James Spinelli. "One-one-fourteen," they say repeatedly when they talk about their firm, almost like a mantra—a persistent reminder of their mission and roots. One-one-fourteen was the day they set out to be something different. It was the day they committed exclusively to the operations side of running an RIA. It was the day they partnered to form Great Valley Advisor Group.

Together, Todd and Spinelli shared a vision for something differentiated in the RIA space. Rather than retaining and servicing their own clients, they would instead devote themselves solely to providing solutions for financial advisors. They felt there was a gap between the promises other RIAs made and what they actually delivered. At Great Valley, they would close that gap.

"It's about delivering on what you tell people," Spinelli said. "If you're going to do something, do it."

"Ten years ago, a high payout and compliance were enough to win. Now, with so much competition, you can't just say the minimum. You have to have an offering and be able to do the things you say you're doing," Todd said.

"It's about delivering on what you tell people. If you're going to do something, do it."

With that commitment in mind, the duo set out—on one-one-fourteen—to become the RIA they wanted to see in the world. That includes meaningful solutions, like their custom billing and compensation technology, mergers and acquisitions support, in-house asset management, customized CRM platform, succession planning, and retirement plan consulting.

Spinelli loves "fintech" and puts his Masters of Information Science and Masters of Finance to use in developing tools like AdvisorBOB® (Advisor Book of Business), which is a secure online portal that provides Great Valley advisors and their firms full visibility into their disparate income channels and helps track advisory fees, affiliation costs, split business, and expenses. In addition to AdvisorBOB®, each individual who partners with Great Valley also receives a Salesforce license to access their customized CRM platform. He also built their in-house money management platform together with his chief investment officer. Their focus from day one has been to build a state-of-the-art technology stack that is available for their advisors should they need it.

"We've always wanted to build something bigger than the minimum compliance requirement," Todd said. "We build out customized solutions our advisors can rely on."

"We've never spent a dollar on marketing," he added, then quickly

adjusted to, “Well, very little.” They don’t spend resources on recruiting new advisors. They never cold call. And around 90% of their affiliated advisors come from referrals.

To compete and grow, the Great Valley team has also increased their focus on acquisitions. Todd described an “inflection point” in the RIA industry, in which two trends are converging: consolidation and private equity. As smaller firms fold into larger firms—looking to return to the days of managing client relationships instead of increasingly complex RIA operations—private equity (PE) firms are flooding the market with, in Todd’s words, “a boatload of cash.”

One such firm approached Great Valley while they were considering a new acquisition. The timing worked perfectly in their favor—the acquisition was on the table at the exact moment funding was offered—but Todd and Spinelli rejected the option. They didn’t want a PE firm driving the strategic decisions of their RIA.

“If we took that money,” Todd said, “there are a bunch of different decisions they would want to own.” The partners wanted to maintain control of their business, and they were particularly keen to stay aligned with their behind-the-scenes, somewhat unlikely partner: their custodian.

Great Valley works with several custodians, but the one they rely on for support and partnership is LPL Financial. “I don’t view LPL as just a custodian,” Todd said. “They are our partners.”

“We lean on LPL heavily,” Spinelli added. Great Valley started with LPL, and they’ve leveraged LPL’s offerings and services throughout their development. As Spinelli built their in-house asset management platform—atop LPL’s Strategic Wealth Management platform—he took full advantage of the service team. “The back-office support from LPL versus others is

much stronger,” he said.

“LPL is part of every single one of these solutions that we offer,” Todd echoed. The duo took turns lauding various services their custodian has offered, from high-net-worth consulting to assistance building technology atop LPL’s open architecture platforms.

What really won their devotion was acquisition support. When the acquisition opportunity that aligned with PE funding popped up, Todd and Spinelli turned to LPL. Because of their relationship—available to all RIAs who custody with LPL—the pair were able to secure financing for 100% of the deal cost, with competitive terms that were far superior to the terms PE was offering.

“If LPL didn’t step up, we might have taken that compensation,” Todd said, referring to private equity. “Some of the bigger firms might take that compensation, and then you have a PE firm coming in, taking equity, and driving decisions.” Instead, the Great Valley team was able to retain complete control of their business and keep LPL as a partner in growth.

“LPL is in a position to say, ‘We’ll support you in what you want to do,’” Todd continued. “What we try to do for advisors is what LPL is trying to do for us. They’re telling us, ‘You can still be what you want to be, and we’ll support you.’”

“They get in the weeds for you,” Spinelli added.

And not to put too fine a point on their feelings about the financing and overall relationship with LPL, Todd offered his unequivocal devotion to their custodian-partner: “After this deal, that’s it. Not a shot in heaven we’re going to take another call.”

At every step of their journey—from one-one-fourteen on—LPL has been a part of their success. “Others say they offer partnership,” Todd said, “but LPL actually delivers it.”

“What we try to do for advisors is what LPL is trying to do for us. They’re telling us, ‘You can still be what you want to be, and we’ll support you.’”



 **Contact Information**

Discover a new kind of independence.

Call today, and let's explore your options: (866) 964-6380

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