

Dream Bigger with Proven Excellence

When you work with an advisor backed by LPL Financial, they'll have the tools, technology, and support to deliver personalized advice designed around what matters to you.



\$2.3T

In brokerage and advisory assets serviced or custodied¹



8M

Americans served by our financial advisors and institutions¹



32K+

LPL advisors¹



1,100

Financial institutions² that partner with LPL¹

FORTUNE 500

Company strength working for your advisor and you⁴



100%

Cyber Fraud Guarantee fully protects your assets³



98%

Advisor retention rate, advisors value the autonomy flexibility, and support LPL provides¹



Zero

Your advisor is never pushed to sell proprietary products

[Learn more at lpl.com](https://lpl.com)

1. Data as of March 31, 2026.

2. Banks, credit unions and product manufacturers that partner with LPL.

3. LPL will reimburse you for 100% of realized losses in your impacted LPL accounts, which were incurred directly as a result of unauthorized access to an LPL system. Please visit: go.lpl.com/cyber-fraud.html for terms and obligations.

4. LPL ranked #340 on the Fortune 500 in 2025.

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May Lose Value