Unparalleled Support For Your Financial Future

What if you could achieve financial freedom?

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.

$1.8T
In brokerage and advisory assets serviced or custodied[1]

7M
Client accounts served by LPL advisors and institutions[1]

29K+
LPL advisors[1]

1,200
Financial institutions[2] that partner with LPL[1]

FORTUNE 500
Company strength working for your advisor and you[4]

100%
Cyber Fraud Guarantee fully protects your assets[3]

98%
Advisor retention rate, advisors value the autonomy flexibility, and support LPL provides[5]

Zero
Your advisor is never pushed to sell proprietary products

Learn more at LPL.com

1. Data as of March 31, 2025
2. 1200 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.
4. LPL ranked #392 on the Fortune 500 in 2024
5. Based on Q12025

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