LPL RESEARCH
Guidance for Investors

# Activate the Tools of the Trade

*Expertise, analysis and insights to help fuel your goals*

LPL Financial

Doing the heavy lifting for your financial professional means they can:

- Spend more time with you
- Offer you best-in-class products
- Position you to pursue your goals

# Investment Support on Every Level

LPL Research is dedicated to ensuring your financial professional has what they need to help achieve the outcomes you deserve. Here, over 400 years of combined investment experience comes together as one to deliver market expertise, rigorous analysis, and valued insights. You'll see this at work in several key ways.

### Timely market and economic insights

Stay informed with a publication lineup that moves as quickly as the market, and layers in the team's recommendations.

You can drill down with daily and weekly commentary or zoom out with monthly or bi-annual content. Even better, content is published in a variety of formats like articles, podcasts, and videos. Whatever you choose, you're in the know.

### Stringent investment review

When it comes to finding and stress-testing the best-in-class products, LPL Research has your financial professional covered. From mutual funds to exchange traded funds and separately managed accounts, our team puts the universe of investment managers and products through rigorous and ongoing analysis.

Your financial professional isn't the only one relying on this data. We do too as the same data drives our decisions for the model portfolios we manage.

### Model portfolio management

As part of the charge to help your financial professional work toward achieving your goals, the LPL Research team creates and manages our own model portfolios.

And if your financial professional builds and manages their own model portfolios instead? We're all in to help if they want. Because at the end of the day, our goal is about helping them bring your goals to life. That flexibility is the secret sauce behind LPL – why advisors partner with us.

### Leadership – an all-star cast

With LPL Research, your financial professional has hands-on access to some of the brightest investment minds in the business. Coming together to create deep bench strength across a spectrum of investment disciplines, LPL Research leadership is well-respected across the industry for their expertise, thought leadership, and perspectives.

How's the idea of strength working? LPL Research has never been stronger. After all, when we are stronger, so are you.

## LPL Research in action*

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| **$73B**<br>Assets managed | **50**<br>Model portfolios managed across LPL's advisory platforms |

> **We're driven by the goal of providing superior risk-adjusted returns.**
>
> – *Garrett Fish*
> *Head of Model Portfolio Management*

* As of 3/31/2024

**To learn more about LPL Research:**
Contact your financial professional or visit lpl.com

## About LPL Financial

LPL Financial Holdings Inc. (Nasdaq: LPLA) was founded on the principle that LPL should work for advisors and enterprises, and not the other way around. Today, LPL is a leader in the markets we serve, serving more than 22,000 financial advisors, including advisors at approximately 1,100 institutions and at approximately 560 registered investment advisor (RIA) firms nationwide. We are steadfast in our commitment to the advisor-mediated model and the belief that Americans deserve access to personalized guidance from a financial professional. At LPL, independence means that advisors and institution leaders have the freedom they deserve to choose the business model, services and technology resources that allow them to run a thriving business. They have the flexibility to do business *their* way. And they have the freedom to manage their client relationships because they know their clients best. Simply put, we take care of our advisors and institutions so they can take care of their clients. For more information about LPL Financial, visit www.lpl.com.



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