

WHAT DOES LOYALTY MEAN TO YOU?

To all of us in the LPL Financial network, loyalty means that our clients trust the value and level of commitment we dedicate to helping them pursue their goals.

That's why we're honored to share the news that LPL and its affiliated advisors were recently ranked No.1 in investor loyalty among 21 leading financial distributor firms.¹ LPL has risen in these rankings in each of the past three years, a testament to our combined commitment to strengthening relationships and deepening our clients' trust through quality service.

The report, Investor Brand Builder,[™] a Cogent Reports[™] study released by Market Strategies International, explores key drivers of investor loyalty and ranks LPL No.1 across five key aspects of the investor experience.

As part of the LPL Financial network of independent financial advisors, we're proud that our clients nationwide recognize the value of the objective financial advice we offer to help clients pursue their goals, and of the innovative products and services our affiliation with LPL allows us to provide access to.

LPL RANKINGS IN SURVEY OF AFFLUENT INVESTORS



FIVE DRIVERS OF CUSTOMER LOYALTY



ABOUT THE REPORT Market Strategies International's Cogent Wealth Reports: Investor Brand Builder[™] provides a holistic view of key trends affecting the affluent investor marketplace. The November 2017 report is based on a web survey of over 4,000 affluent investors, who hold \$100,000 or more in investable assets. A total of n=82 LPL advisor clients were represented in the study. Customer Loyalty is based on how likely the participant would be to recommend each of their investment account companies to friends, family, or colleagues. Participants also evaluate their investment account companies using a 5-point rating scale across 10 aspects of client experience.

¹Market Strategies International, Cogent Wealth Reports, “Investor Brand Builder™: Maximize Purchase Intent Among Investors and Expand Client Relationships,” November 2017.

- Web survey conducted June 21- August 8, 2017
- Population: Investors with \$100,000+ in investable assets (sample size n=4,408 affluent investors)
 - Millennials (Age 18-35) – Weighting 13.4%
 - Gen X (Age 36-52) – Weighting 31.1%
 - Second-Wave Baby Boomer (Age 53-61) – Weighting 18.7%
 - First-Wave Baby Boomer (Age 62-71) – Weighting 27.3%
 - Silent Generation (Age 72-93) – Weighting 9.6%

This material has been prepared by LPL Financial, LLC. Member FINRA/SIPC

All information is believed to be from reliable sources; however LPL Financial makes no representation as to its completeness or accuracy.

To the extent you are receiving investment advice from a separately registered independent investment advisor, please note that LPL Financial LLC is not an affiliate of and makes no representation with respect to such entity.

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