

## **The Private Trust Company Reaches \$1 Billion in Personal Trust Assets**

### **LPL Financial's Trust Subsidiary Reports Strong Growth During the Past 18 Months, Fueled by LPL Financial's Focus on the Needs of High-Net-Worth Investors and their Advisors**

**CLEVELAND, OHIO - April 10, 2014** - The Private Trust Company, N.A. ("PTC"), a wholly owned indirect subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), today announced a significant milestone for the company of surpassing \$1 billion in personal trust assets, placing it among the financial services industry's 30 largest banking institutions in the country, based on total fiduciary assets reported to the FFIEC in 2013.

PTC is a nationally chartered trust company that provides administrative trust services for individuals and families and specializes in delegating investment management to financial advisors both inside and outside of LPL Financial's network of financial advisors. PTC helps financial advisors implement recommended trust strategies and fulfills the succession trust needs of their clients. And, LPL Financial Holdings Inc., through its wholly-owned subsidiary LPL Financial, is a leading independent provider of investment brokerage, advisory and custody services.

Bethany Bryant, President of PTC, cited LPL Financial's commitment to expanding its capabilities to serve mass affluent, high-net-worth investors, their advisors and institutions as a key driver behind PTC's success. "Our team at PTC has worked hard to develop a trust business that would be highly scalable," said Ms. Bryant. "PTC's significant growth in trust assets over the past 18 months is the result of that work and our complementary relationship with LPL Financial's fast-growing high-net-worth business, our business partners and advisors."

Andy Kalbaugh, LPL Financial Managing Director and Head of Institution Services, and Chairman of PTC's Board of Directors, said, "PTC's success underscores the tremendous opportunity that LPL Financial has in this market. PTC's expertise in trust services have enabled LPL Financial to create a consultative platform of wealth management solutions for financial advisors that cater to the needs of high-net-worth investor clients. Moreover, we plan to continue to expand our offering to this audience by leveraging the proven capabilities of our technology. We congratulate our LPL advisors, Bethany Bryant and her team on surpassing the \$1 billion milestone."

Last year, PTC launched a turnkey Trusteed IRA solution, which enables any financial advisor, regardless of whether he or she is affiliated with LPL Financial, to provide clients who have significant IRA holdings with the ability to self-direct how their IRA assets are distributed to beneficiaries.

#### **About The Private Trust Company**

The Private Trust Company, N.A. (PTC) provides trust administrative services to approximately \$1.1 billion in individual and family assets, and also serves as custodian for \$110 billion in IRA assets. Licensed in all 50 states under its national banking charter, PTC serves as corporate trustee, co-trustee, or agent for an individual trustee while specializing in delegating investment management to financial advisors. PTC's model allows for clients to utilize the experts at PTC to provide professional trust administrative services while outsourcing investment management services. The Private Trust Company is a wholly owned indirect subsidiary of LPL Financial Holdings Inc.

#### **About LPL Financial**

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), is the nation's largest independent broker-dealer (based on total revenues, Financial Planning magazine, June 1996-2013), an IRA custodian, and an independent consultant to retirement plans. LPL Financial offers proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to more than 13,600 financial advisors and approximately 700 financial institutions. In addition, LPL Financial supports approximately 4,500 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms and technology solutions. LPL Financial and its affiliates have more than 3,000 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit [www.lpl.com](http://www.lpl.com).

Securities and Advisory Services offered through LPL Financial. A Registered Investment Advisor, Member FINRA/SIPC

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