



LPL Financial Welcomes Householder Group Estate and Retirement Specialists, With National Network of 40 Independent Financial Advisors, To Broker-Dealer and RIA Custodial Platforms

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San Diego, CA - November 5, 2013 - [LPL Financial](#) LLC, the nation's largest independent broker-dealer, an RIA custodian, and a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), today announced that financial advisors of Householder Group, an independent hybrid RIA group supporting a national network of 40 independent financial advisory practices nationwide, have transitioned to the LPL Financial broker-dealer and RIA custodial platforms. As of August 31, 2013, Householder Group advisors supported approximately \$1.2 billion in private client and retirement plan assets.

Based in Scottsdale, AZ, Householder Group supports financial advisors across 40 cities working under one unified marketing platform and highly respected brand. The firm specializes in empowering the delivery of comprehensive financial advisory services for mass affluent and high-net-worth private clients, including retirement and estate planning, by independent financial advisory practices. Additionally, Householder Group enables its financial advisors to provide a robust suite of financial advisory services for businesses. The firm's national footprint is especially strong on the West Coast, in the South, and throughout the Southeast.

Bill Morrissey, Executive Vice President of Business Development at LPL Financial, said, "We welcome Householder Group to LPL Financial, and are extraordinarily pleased they have chosen LPL as the best venue to facilitate the next phase of their growth strategy. From its inception, Householder Group has achieved remarkable success, pursuing a distinctive vision for putting the client first while helping its advisors build their practices on an accelerated growth basis. Scott Householder has created a thriving business by recruiting great advisors and developing a marketing platform that helps his financial advisors prosper and best serve the needs of their mass affluent and high-net-worth clients. We are proud that our industry-leading resources and platforms continue to position our firm as the destination of choice for the most successful and sophisticated independent advisor groups."

Core to Householder Group's success has been its investment philosophy of providing conservative, fully independent investment advice, with an emphasis on no proprietary products or competing agendas, to a clientele nearing retirement. Typically, Householder Group's retail private clients have \$500,000 to \$1 million and above in investable assets, and seek low-risk asset allocation and sound financial planning.

The growth of the firm's advisor network has been based upon its recruitment of experienced financial advisors who still have considerable room for growth of their books of business, and then accelerating that growth through an end to end spectrum of support and service platforms with a consistent focus on marketing. Householder Group provides its advisors with a turnkey marketing and branding platform; comprehensive training; turnkey asset management solutions; back- and middle-office resources; practice management support; and access to a steady volume of qualified prospective client leads.

Scott Householder, CEO of Householder Group, said, "We are very pleased to join with LPL Financial. After more than a year of careful due diligence, we concluded that LPL was the best strategic partner for Householder Group, for multiple reasons. The firm provides exceptional practice management support and recruitment expertise, complementing our own philosophies and processes; their broad array of products greatly augments our advisors' current investment arsenals; and their technology, including advisor-facing technology, investor account capabilities and mobile access, are far superior to anything we have seen among the other independent broker-dealers and custodians. In short, the resources offered by LPL, combined with the quality and attentive responsiveness of their service teams, will be a major strategic plus as we work to achieve our next level of growth."

Householder Group was formed in 1997 by Scott Householder after he had established a successful career as a business manager and financial advisor. The firm has set a goal to add 50 new offices in 2014 across the nation and to further penetrate the Northeast. Longer term, it seeks to expand its presence to 175 metropolitan areas across the United States.

About Householder Group

Based in Scottsdale, AZ, Householder Group is a financial planning firm, specializing in financial advisory services and retirement and estate planning for mass affluent and high-net-worth private clients and for businesses. It supports a network of 40 independent financial advisors across the United States, predominantly on the West Coast, in the South, and throughout the Southeast. Its investment philosophy is to provide fully independent financial advice that puts the interests of its clients first. Householder Group provides its independent financial advisors with leading-edge infrastructure combined with a comprehensive, turnkey marketing and branding program and complete practice management support. Householder Group was formed in 1997 by Scott Householder, who serves as its CEO. For more information, please visit www.householdergroup.com.

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 RIA 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 13,500 financial advisors and approximately 700 financial institutions. In addition, LPL Financial supports more than 4,500 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms and technology solutions. LPL Financial and its affiliates have approximately 3,000 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit www.lpl.com.

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

Investment Advice offered through Householder Group Estate and Retirement Specialists LLC., a registered investment advisor and separate entity from LPL Financial.

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LPL Financial Media Contact

Tony Vignieri

(858) 909-6698

tony.vignieri@lpl.com