



LPL Financial Welcomes Flood Financial Services

June 14, 2018

CHARLOTTE, N.C., June 14, 2018 (GLOBE NEWSWIRE) -- LPL Financial (NASDAQ:LPLA), a leading retail investment advisory firm and independent broker-dealer, today announced that Flood Financial Services has joined LPL's broker/dealer and registered investment advisor (RIA) platforms. Flood Financial Services reported that, based on prior business*, it served approximately \$330 million of client brokerage and advisory assets, as of June 1. For more information on the team's move, visit [LPL.com](https://www.lpl.com).

About LPL Financial

LPL Financial (Nasdaq: LPLA) was founded on the principle that the firm should work for the advisor, and not the other way around. Today, LPL is a leader* in the markets we serve, supporting more than 18,000 financial advisors, 800 institution-based investment programs and 450 independent RIA firms nationwide. We are steadfast in our commitment to the advisor-centered model and the belief that Americans deserve access to personalized guidance from a financial advisor. At LPL, independence means that advisors have the freedom they deserve to choose the business model, services, and technology resources that allow them to run their perfect practice. And they have the freedom to manage their client relationships, because they know their clients best. Simply put, we take care of our advisors, so they can take care of their clients.

*Top RIA custodian (Cerulli Associates, 2019 U.S. RIA Marketplace Report); No. 1 Independent Broker-Dealer in the U.S (Based on total revenues, Financial Planning magazine June 1996-2020); No. 1 provider of third-party brokerage services to banks and credit unions (2020-2021 Kehler Bielan Research & Consulting Annual TPM Report)

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