LPL Financial Reports Monthly Activity for October 2019

November 12, 2019

SAN DIEGO, Nov. 12, 2019 (GLOBE NEWSWIRE) -- Leading retail investment advisory firm and independent broker-dealer LPL Financial LLC, a wholly owned subsidiary of LPL Financial Holdings Inc. (Nasdaq: LPLA), today released its monthly activity report for October 2019.

Total brokerage and advisory assets served at the end of October were approximately $732 billion, a $12 billion increase, or 1.7%, compared to the end of September 2019.

Total net new assets for October were an inflow of $3.3 billion*, translating to a 5.5% annualized growth rate.

Total client cash balances at the end of October were $31.6 billion, a $0.4 billion increase compared to September 2019. Net buying in October was $3.3 billion.

(End of Period $ in billions, unless noted)	October 2019	September 2019	Change M/M	October 2018	Change Y/Y
Assets Served					
Advisory Assets	345.3	338.0	2.2%	291.7	18.4%
Brokerage Assets	386.5	381.3	1.4%	357.5	8.1%
Total Brokerage and Advisory Assets	**731.7**	**719.3**	**1.7%**	**649.3**	**12.7%**
Net New Assets					
Net New Advisory Assets	3.0	2.2	n/m	2.1	n/m
Net New Brokerage Assets	0.3	(0.4)	n/m	0.1	n/m
Total Net New Assets	**3.3**	**1.8**	**n/m**	**2.2**	**n/m**
Net Brokerage to Advisory Conversions	0.6	0.5	n/m	0.6	n/m
Client Cash Balances					
Insured Cash Account Balances	22.6	22.2	1.8%	21.4	5.6%
Deposit Cash Account Balances	4.6	4.6	0.0%	4.2	9.5%
Total Insured Sweep Balances	**27.2**	**26.8**	**1.5%**	**25.6**	**6.3%**
Money Market Sweep Accounts	2.3	2.6	(11.5)%	3.5	(34.3)%
Purchased Money Market Funds	2.1	1.8	n/m	n/a	n/a
Total Money Market Balances	**4.4**	**4.4**	**0.0%**	**3.5**	**25.7%**
Total Client Cash Balances	**31.6**	**31.2**	**1.3%**	**29.1**	**8.6%**
Net Buy (Sell) Activity	3.3	2.9	n/m	2.1	n/m
Market Indices					
S&P 500 (end of period)	3,038	2,977	2.0%	2,712	12.0%
Fed Funds Effective Rate (average bps)	183	205	(10.7)%	219	(16.4)%

For additional information regarding these and other LPL Financial business metrics, please refer to the Company's most recent earnings announcement, which is available in the quarterly results section of investor.lpl.com.

* This included $0.1 billion of outflows related to a hybrid firm that set up its own broker/dealer and departed. Prior to these outflows, total net new assets for October were an inflow of $3.4 billion.

About LPL Financial

LPL Financial (https://www.lpl.com) is a leader in the retail financial advice market and the nation's largest independent broker/dealer (+). We serve independent financial advisors and financial institutions, providing them with the technology, research, clearing and compliance services, and practice management programs they need to create and grow thriving practices. LPL enables them to provide objective guidance to millions of American families seeking wealth management, retirement planning, financial planning and asset management solutions.

+ Based on total revenues, *Financial Planning* magazine June 1996-2019.

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