

The Private Trust Company, The Trust Administration Subsidiary of LPL Financial Holdings, Launches New Turnkey Trusteed IRA Solution to Enhance Multigenerational Wealth Preservation

- New Solution Meets Rising Demand for Cost-Effective Estate Planning Solutions Among Mass-Affluent and High-Net-Worth Investors -

CLEVELAND, OHIO - July 25, 2013 - The Private Trust Company, N.A. (PTC), a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), today announced the launch of its new, turnkey Trusteed IRA solution which provides a simple, cost-effective way for mass-affluent and high-net-worth investors to direct the manner in which their IRA assets will be distributed to their beneficiaries. The Private Trust Company, N.A. (PTC) provides trust administrative services for individuals and families while specializing in delegating investment management to financial advisors both inside and outside of the LPL Financial advisor network. LPL Financial is the nation's largest independent broker-dealer,* a top RIA custodian, and a leading independent consultant to retirement plans.

Created in a ready and easy-to-execute, pre-approved trust format and geared for investors with meaningful IRA wealth, the Trusteed IRA enables financial advisors to provide IRA holders greater flexibility in determining how their IRA assets will be distributed after their death, as compared to distribution options under the rules governing regular custodial IRA accounts.

Bethany Bryant, President of PTC, said, "We are excited to roll out our company's first packaged solution, in response to the rising demand by financial advisors and their clients for cost-effective estate planning solutions, particularly for members of the mass affluent segment. The Trusteed IRA is especially well-suited for investors with a large portion of their wealth concentrated in their IRA accounts, a circumstance that has become increasingly common.

"By placing an IRA within a PTC Trusteed IRA through a financial advisor, IRA holders will be able to control who will inherit their assets and the timeframe of distribution. This is especially useful for stretching out payments to beneficiaries in order to preserve accumulated wealth, for the designation of beneficiaries in complex family situations, and for ensuring that an IRA holder's wishes are honored. PTC's new Trusteed IRA offers a solution that is simple, seamless and cost-effective.

"More broadly speaking, this is a useful solution for financial advisors, as well as other intergenerational wealth planning professionals, to have as part of their overall estate-planning toolkits. In addition to meeting their clients' needs, it enables trusted advisors to continue to manage IRA assets for the sake of the beneficiaries even after the client has passed away, and thereby helps the advisor nurture multigenerational relationships," she concluded.

The new PTC turnkey Trusteed IRA product is available to all financial advisors, in addition to financial advisors affiliated with LPL Financial.

About The Private Trust Company

The Private Trust Company, N.A. (PTC) provides trust administrative services for approximately \$900 million in individual and family assets, and also serves as custodian for \$93 billion in IRA assets. Licensed in all 50 states under its national banking charter, PTC serves as trustee, co-trustee, or agent for the trustee while specializing in delegating investment management to financial advisors. This model allows for clients to utilize the experts at The Private Trust Company to provide professional trust administrative services while outsourcing investment management services. The Private Trust Company is a wholly owned subsidiary of LPL Financial Holdings, Inc.

About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: [LPLA](http://www.lpl.com)), is the nation's largest independent broker-dealer,* a top RIA custodian, and a leading 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 13,300 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 2,900 employees with primary offices in Boston, Charlotte, and San Diego. The minimum balance and the fees charged for Trusteed IRAs can be significantly larger than that of a Custodial IRA. Attorney fees and other costs may also apply. For more information, please visit www.lpl.com.

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

*Based on total revenues, *Financial Planning* magazine, June 1996-2013

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