LPL Financial

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LPL Financial Launches Enterprise Management Consulting Program to Assist Affiliated Large Enterprises with Growth, Profitability and Advisor Support

- New Program Rolled Out in Partnership with Leading Financial Advisory Business Management Consulting Firm, The Ensemble Practice-

San Diego, CA - August 20, 2013 - LPL Financial LLC, the nation's largest independent broker-dealer, a leading RIA custodian, and a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), today announced the launch of its Enterprise Management Consulting program.

The new program specializes in working with the company's affiliated Large Enterprises ("aggregators" of independent advisor practices with minimum annual revenues of $5 million) to provide highly customized business strategy consultations and planning geared at enhancing growth, profitability and the value-add these firms provide to their underlying independent advisor practices. The Enterprise Management Consulting team acts as a supplemental resource to the existing senior executive suites of LPL Financial's affiliated Large Enterprises.

The Enterprise Management Consulting team is comprised of four dedicated industry veterans led by Sal Zambito, Senior Vice President of Business Consulting at LPL Financial, who has more than 25 years in the industry, including ten years of practice management experience and has previously served as an executive consultant to a number of LPL Financial-affiliated Large Enterprises.

Zambito said, "As our affiliated Enterprises grow into more institutionalized firms, it is crucial to reinvest in growth that prioritizes their ability to add maximum value to their underlying advisors' practices, and to do so in a scalable fashion. The launch of our Enterprise Management Consulting program is a reflection of the industry-leading experience and resources that we can deploy to assist our Large Enterprise partners in this regard, and underscores our commitment to their business model."

Through a rigorous assessment and analysis of each Large Enterprise's business goals, as well as intensive one-on-one meetings with the management team of each firm, the Enterprise Management Consulting team will develop a success plan based on four key elements:

- Financial management
- Operational efficiency
- Growth maximization
- Organization design

As part of this announcement, the company also announced that the Enterprise Management Consulting program has been launched in partnership with The Ensemble Practice, a leading management consulting firm focused on the financial advice space led by industry expert Phillip Palaveev. The Ensemble Practice will assist the Enterprise Management Consulting team with developing the assessment process and engagement deliverables.

Derek Bruton, Managing Director at LPL Financial, said, "Our Large Enterprises are continuing to grow and succeed, but with success will also come certain unique challenges. Not only are the leaders of these firms faced with normal day to day business management activities, but their time is also needed at an executive level for strategy and goal setting. Our Large Enterprise Consulting model allows them the opportunity to truly focus on important 'C' level thinking and decision making, in order to achieve the highest potential for their firms and the advisory practices they support."

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), 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 13,400 financial advisors and approximately 700 financial institutions. In addition, LPL Financial supports more than 4,600 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

*Cerulli Associates: RIA Service Agent Survey Q1 2013

The Ensemble Practice is a separate entity from LPL Financial.

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