

BISA Honors LPL Financial Program Growth Model For Technology Innovation

Honor recognizes LPL Financial's commitment to smarter, simpler and customizable tech solutions for banks, credit unions and other financial institutions

SAN DIEGO - March 7, 2014 - [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), was honored today at the Bank Insurance and Securities Association (BISA) 2014 Annual Convention with the 2014 Technology Innovation Award for its Program Growth Model (PGM).

"We are honored to be recognized with the Technology Innovation Award from BISA for our Program Growth Model," said Arthur Osman, senior vice president of Institution Services, LPL Financial. "We at LPL Financial identified an opportunity to better support the growth opportunities that exist within our financial institution partner firms and wanted to provide a forward-thinking tool and process that would enable financial institution executives and program managers to optimize their program structures. The PGM was created to enable our clients to better identify growth opportunities and build growth road maps that are specific to their institution and are designed to help their institution reach its full growth potential."

The PGM is an innovative forward-thinking technology tool that analyzes the distribution structure of an institution's investment program and provides access to information and data that enables program leaders to identify specific growth opportunities. Program managers can identify opportunities to grow their distribution channels, optimize program structure, retain top advisors and invest in talent development and acquisition. Specifically, the PGM provides greater visibility into three vital but historically underutilized metrics-household penetration, wallet share capture and client profitability-and enables program managers to develop and implement strategic plans for their institutions that are designed to achieve specific goals and fulfill their programs' true potential.

The PGM also provides financial institution executives and leaders with the ability to review and plan for their investment and wealth management business in a customized fashion, focusing on specific opportunities that exist within their institution. The PGM is already helping institutions and program managers across the country to re-envision their programs' growth potential, develop a blueprint for achieving adjusted growth targets and execute on these strategic optimized plans.

"The Program Growth Model tool brings existing opportunities in our current book of business to the surface and enables us to set growth targets and increase revenue far more effectively than we've been able to in the past," said Kristin Vitale, senior vice president and program manager, First Midwest Financial Network. "I've never felt more confident going through the planning and budgeting process for our program than after using the PGM."

Launched in 2012, the BISA Technology Innovation Award was created to recognize leadership in the advancement of industry products, services and platforms through technology innovation.

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 13,600 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.

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