

LPL Financial Reports Monthly Activity for July 2025

SAN DIEGO – August 21, 2025 – [LPL Financial](#) LLC (“LPL Financial”), a wholly owned subsidiary of LPL Financial Holdings Inc. ([Nasdaq: LPLA](#)) (the “Company”), today released its monthly activity report for July 2025.

Total advisory and brokerage assets at the end of July were \$1.94 trillion, an increase of \$20.2 billion, or 1.1%, compared to the end of June 2025.

Total organic net new assets for July were \$5.4 billion, translating to a 3.4% annualized growth rate. This included \$1.8 billion of assets that off-boarded as part of the previously disclosed planned separation from misaligned large OSJs. Prior to these impacts, organic net new assets were \$7.2 billion, translating to a 4.5% annualized growth rate.

Total client cash balances at the end of July were \$49.5 billion, a decrease of \$1.1 billion compared to the end of June 2025. Net buying in July was \$13.7 billion.

(End of period \$ in billions, unless noted)	July 2025	June 2025	Change M/M	July 2024	Change Y/Y
<u>Advisory and Brokerage Assets</u>					
Advisory assets	1,077.0	1,060.7	1.5%	850.6	26.6%
Brokerage assets	862.4	858.5	0.5%	678.7	27.1%
Total Advisory and Brokerage Assets	1,939.4	1,919.2	1.1%	1,529.3	26.8%
<u>Organic Net New Assets</u>					
Organic net new advisory assets	7.5	7.9	n/m	6.8	n/m
Organic net new brokerage assets	(2.0)	0.1	n/m	2.2	n/m
Total Organic Net New Assets	5.4	8.0	n/m	9.0	n/m
<u>Acquired Net New Assets</u>					
Acquired net new advisory assets	0.0	0.0	n/m	0.0	n/m
Acquired net new brokerage assets	0.0	0.0	n/m	0.0	n/m
Total Acquired Net New Assets	0.0	0.0	n/m	0.0	n/m
<u>Total Net New Assets</u>					
Net new advisory assets	7.5	7.9	n/m	6.8	n/m
Net new brokerage assets	(2.0)	0.1	n/m	2.2	n/m
Total Net New Assets	5.5	8.0	n/m	9.0	n/m
Net brokerage to advisory conversions	2.4	2.4	n/m	1.0	n/m
<u>Client Cash Balances</u>					
Insured cash account sweep	33.7	34.2	(1.5%)	31.1	8.4%
Deposit cash account sweep	10.8	10.8	—%	9.1	18.7%
Total Bank Sweep	44.4	44.9	(1.1%)	40.2	10.4%
Money market sweep	3.4	3.7	(8.1%)	2.3	47.8%
Total Client Cash Sweep Held by Third Parties	47.9	48.6	(1.4%)	42.5	12.7%
Client cash account	1.6	2.0	(20.0%)	1.5	6.7%
Total Client Cash Balances	49.5	50.6	(2.2%)	44.0	12.5%
Net buy (sell) activity	13.7	12.7	n/m	12.9	n/m

Note: Totals may not foot due to rounding.

Market Drivers

S&P 500 Index (end of period)	6,339	6,205	2.2%	5,522	14.8%
Russell 2000 Index (end of period)	2,212	2,175	1.7%	2,254	(1.9%)
Fed Funds daily effective rate (average bps)	433	433	—%	533	(18.8%)

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](#).

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About LPL Financial

LPL Financial Holdings Inc. (Nasdaq: LPLA) is among the fastest growing wealth management firms in the U.S. As a leader in the financial advisor-mediated marketplace, LPL supports over 29,000 financial advisors and the wealth management practices of approximately 1,100 financial institutions, servicing and custodialing approximately \$1.9 trillion in brokerage and advisory assets on behalf of approximately 7 million Americans. The firm provides a wide range of advisor affiliation models, investment solutions, fintech tools and practice management services, ensuring that advisors and institutions have the flexibility to choose the business model, services, and technology resources they need to run thriving businesses. For further information about LPL, please visit www.lpl.com.

Securities and advisory services offered through LPL Financial LLC (“LPL Financial”) and LPL Enterprise, LLC (“LPL Enterprise”), both registered investment advisers and broker-dealers. Member FINRA/SIPC.

Throughout this communication, the terms “financial advisors” and “advisors” are used to refer to registered representatives and/or investment advisor representatives affiliated with LPL Financial or LPL Enterprise.

We routinely disclose information that may be important to shareholders in the “[Investor Relations](#)” or “[Press Releases](#)” section of our website.

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