

LPL BUSINESS SOLUTIONS

Real people. Real results.



TRANSFORM HOW YOU RUN YOUR BUSINESS

As a financial advisor, you're in the people business—helping your clients find ways to pay for a child's education, enjoy a retirement full of travel, or simply achieve peace of mind about their financial future.

But many of the routine and complex tasks of running your business may take time away from your ability to fully focus on your clients.

LPL Business Solutions provide real people in real time to help you manage elements of your practice. Each service offers a hands-on dedicated specialist who acts as your strategic partner to help you drive toward success. You gain the freedom to focus on your clients, generate revenue, and grow your business.

We'll help you manage the details so you can do more of what you love.



ADMIN SOLUTIONS

Reduce daily tasks with experienced and trained administrative help

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MARKETING SOLUTIONS

Unleash digital marketing to generate new prospects and connect with existing clients

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TECHNOLOGY SOLUTIONS

Simplify your office technology and increase your cybersecurity

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CFO SOLUTIONS

Optimize the growth, scale, and profitability of your business

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ADMIN SOLUTIONS

Downsize your to-do list; upsize your growth potential

The time spent managing the day-to-day operations of your practice limits your opportunities for client-focused activities that generate revenue and drive growth. Admin Solutions pairs you with an experienced professional to serve as your administrative assistant. Their direct access to LPL systems and partners empowers them to complete client and account tasks better and faster, giving you the freedom you need to focus on your clients.

Your admin provides dedicated administrative solutions for your business:

- A dedicated, direct-dial contact for you and your clients
- Calendar management and client appointment setting
- A resource for clients on account activity, policies, statements, and time-sensitive items, like required minimum distributions and 1099s
- Expertise and execution of tasks in ClientWorks, Account View, WealthVision, and LPL operations
- Management of standard account activities, including new accounts, account maintenance, cash management, and transfers
- Resolution of NIGOs and rejected paperwork
- CRM support
- Additional support and special projects

Advisors are seeing these benefits:

- 40% average cost savings vs. hiring traditional in-office support staff
- Ability to spend time on business strategy vs. daily business operations:
 - Up to 70% reduction in rejected paperwork
 - 50% average reduction in calls to LPL Service Center
 - 30% increase in adoption of eSignature
- More time to nurture client relationships and referral follow-ups:
 - 75 hours average time saved each month on operational tasks
 - 11% growth in net new assets
- More efficient CRM usage, data, and reporting
- Reduced time integrating support staff into the practice
- Improved end client service experience

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In the time we have worked together, my workload has decreased and I have been able to devote more time to those tasks **most critical to the success of my clients and my practice.**”



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I love what you're doing—all the posts look amazing. Thank you for helping me connect with people who are important to me in a **very meaningful way.**”





MARKETING SOLUTIONS

Tailored, targeted, and timely digital marketing

From an impactful website to an engaging social media presence, marketing is a cornerstone of growth. But it takes expertise, time, and strategy to effectively market your business to its fullest potential. Marketing Solutions pairs you with an experienced marketing consultant who will create and execute a digital marketing strategy on your behalf. With content customized to your practice and market, together we'll maximize your reach and impact.

Marketing Solutions is digital marketing done for you, providing:

- An in-depth onboarding process so your marketing consultant knows your practice and goals
- A single point of contact who is supported by a digital marketing team, including content, compliance, strategy, business intelligence, and more
- A content calendar that includes publishing to your web site, email campaigns, and social media
- Monthly reporting to show how digital marketing efforts impact your practice
- Compliance submissions, both review and books and records, for all digital marketing
- Planning and execution of digital advertising, including Google AdWords, Facebook ads, and retargeting
- Consulting and coaching so your traditional marketing is integrated with digital marketing

Advisors are seeing these benefits:

- Up to 90% average increase in website traffic
- 45% average annual increase in social media connections
- Email open rates more than double the industry average
- Delivery of new leads
- Growth in assets under management



TECHNOLOGY SOLUTIONS

Serve clients through an efficient, secure, and compliant technology network

No matter how tech savvy you are, spending time on technology issues takes time away from serving your clients and growing your business. Technology Solutions lets you capitalize on the scale and expertise of LPL, providing comprehensive technology packages to keep you connected to clients and reduce tech onboarding and maintenance.

Technology Solutions makes your practice more efficient by offering:

- One stop for all office technology, including hardware, software, and connectivity
- Professional installation at your office
- Adherence to compliance and security requirements specifically for the financial industry
- Next-generation device security
- Secure, compliant cloud data storage and data backups
- Subscription-based platform that makes it easy to buy, maintain, and upgrade office technology

Advisors are seeing these benefits:

- Reduced office downtime resulting from tech issues and slow equipment
- Advantage of having entire staff on new equipment and using the same software
- Full coverage warranties with next-day replacements
- Fewer technology distractions means more time to focus on clients
- Assurance that your systems are current and compliant, and integrated to Branch Audits, saving you time on your Branch Exam
- Constant monitoring by LPL's information security team to identify and mitigate cyber threats
- Simplified billing with hardware, software, and service in one statement

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LPL's Technology Solutions can hook you up with the right tech package at a very reasonable cost. I'm in the program and it's WONDERFUL! Another ease of doing business **initiative that gets an A+ from me!**”



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We had to know our limitations. We're not CFOs, we do not have that training and background. CFO Solutions has been an amazing advocate to come along beside us and analyze what we're really doing, which already has **helped us decrease office expenses by 15%.**”





CFO SOLUTIONS

Optimize the growth, scale, and profitability of your business

As a financial advisor, serving your clients is your top priority. As a business owner, growing revenue, increasing profitability, improving business efficiency, and scaling operations are critical. With limited time, how can you accomplish all of these goals on your own? CFO Solutions can help, and brings data, insight, and strategy to your business. You gain an in-depth view into your business, a customized action plan for reaching your goals, and a dedicated partner to help keep you on track for meeting those goals.

CFO Solutions gets behind the numbers of your business and offers:

- Your CFO who will dive deep to understand your business and your goals
- A full diagnostic of the business, including valuation
- Partnership to develop a strategic business plan and detailed task list
- Regular meetings and an online dashboard to track progress toward goals
- Monthly financials and KPI reviews to track the impacts of the plan
- Guidance to focus on the most profitable growth initiatives, including client segmentation and identifying additional opportunities

Advisors are seeing these benefits:

- Expense reviews that uncover opportunities to cut expenses and increase profit
- Assistance with succession planning to maximize exit payouts
- Special access to LPL's capital solutions—advisors in this program can borrow at more favorable terms
- More time to spend with your most important clients

What advisors are saying about LPL BUSINESS SOLUTIONS

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Hiring, going through the learning curve, HR, payroll, taxes, benefits. It was so overwhelming that it prevented me from doing it. Admin Solutions fit my practice perfectly.”

“

To have access to someone whose job is to do marketing for me is just a home run.”

“

It has been wonderful to NEVER have to think about our technology and just reach out when we have an issue and get a quick resolution.”

“

It's helping me understand the value of my business, the return on my assets, my net new assets, and other financial metrics that are important to running not just a practice, but a business.”



LPL Business Solutions will help you gain time, reduce costs, and drive growth. Outsourcing your daily practice management tasks to directly accessible dedicated specialists within LPL will enable you to focus your newfound freedom on generating revenue and growing your business.

We invite you to learn more.
Email us today at BusinessSolutions@lpl.com
or call (800) 877-7210, x6000, option 3.
www.LPLBusinessSolutions.com

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