

THE POWER OF AFFILIATION

Plan Sponsor and Employer Guide

Your Logo Here

The Future of Your Company's Retirement Plan

As an employer, you share the responsibility for guiding your employees toward making decisions that will afford them greater financial freedom in retirement. But here's the quandary: Just as your workers look to you for financial guidance and advice, you must seek out an expert to help you navigate plan regulation and administration.

2

Do the following issues look familiar to your retirement plan committee?

- New regulations that add to the complexity of administration
- Fiduciary pressures to provide prudent investment options
- Timely (and potentially complex) fee disclosures to your participants
- Outside advisors whose allegiances are split between plan providers and investment managers
- Watershed regulations that require greater transparency about disclosing relationships between plan sponsors and their advisors
- Employees who feel they cannot afford to save, but are being courted by your competitors through their benefits programs
- Concerns over your employees' retirement readiness

Your need for professional retirement plan and investment advice—from an advisor you can trust—has never been greater. That's why your plan should work with an independent retirement plan advisor affiliated with LPL Financial.

Focused Retirement Plan Solutions from an Independent Plan Advisor

Today, LPL is a leading choice to consider when your retirement plan matters.

Until recently, it was possible for many plan sponsors and employers to work with advisors on nearly any brokerage platform and fulfill their fiduciary obligations. That's no longer the case. With the retirement industry becoming more complex and regulated, today's plan sponsors need more specialized services, including:

- Professional advice that will allow them to offer competitive employee benefits at a reasonable cost
- Access to robust data to use in benchmarking plans and investment managers
- More effective financial education programs for their employees

In these areas and more, your LPL retirement plan advisor consistently sets the standard.

Why? Our single-minded focus on improving retirement readiness for American workers seeks to ensure the continued positive retirement experience of our plan sponsor clients and employees alike.

The advisor: A powerful extension of your retirement plan committee

Four key tenets for running an effective retirement plan drive the partnership between your retirement plan advisor and LPL:

- **Profess advice:** Your retirement plan advisor can act as a co-fiduciary of your plan under ERISA section 3(21) for ongoing investment advice. Our advisors are paid by you—and not by any product sponsor.
- **Meaningful, timely information and research:** An LPL retirement plan advisor can offer you deep industry insights and knowledge of the regulatory landscape that help enable you to make the best choices for your plan's individual needs.
- **Easy access to value-added investments and services:** An LPL retirement plan advisor can deliver proprietary research that's designed to help you tap the world's most talented investment management teams.
- **Unparalleled service:** An LPL retirement plan advisor firm is committed to providing what you and your employees deserve and expect—great financial education at enrollment and one-on-one meetings.



Today, LPL is the top independent broker/dealer in the country.¹

The firm was formed in 1989 through the merger of two small but successful brokerage firms: Linsco and Private Ledger. In 2010, LPL acquired certain assets of National Retirement Partners to form its retirement-plan focused division, LPL Retirement Partners Combining boutique focus with the strength and resources of a national brokerage firm, LPL boasts an elite corps of top-ranked advisors coast-to-coast.²

¹ As reported by Financial Planning magazine, June 1996–2016, based on total revenue.

² LPL advisors and advisor teams made up a quarter of the PLANADVISER 2017 Top 100 Retirement Plan Advisers List. Selected solely on quantitative factors, including plan assets and number of plans, as reported directly by nominees.



What makes an LPL retirement plan advisor different?

The one and only focus of LPL retirement plan advisors is to provide your plan with the tools, training, and dedicated support needed to build high-quality solutions for your organization and its employees.

- **Independent:** An LPL retirement plan advisor is an autonomous professional, focused on addressing the unique needs of your plan. He or she has access to turnkey reporting capabilities for plan features' comparability and fee transparency under ERISA section 408(b)(2).
- **Highly Trained:** Regular LPL conferences, webinars, and education help ensure that your advisor is well-versed in the intricacies of plan regulation and administration, along with having specialized knowledge of ERISA and Department of Labor rules.
- **Knowledgeable and Effective:** An LPL retirement plan advisor is able to deliver to your plan committee institutional quality due diligence on well-known investment managers, as well as in-depth research on leading plan providers—virtually in real time.
- **Plan sponsors and employers can expect precise implementation of plan features and benefits on the fully integrated LPL technology platform.**
- **Committed to Plan Sponsor's Success:** An LPL retirement plan advisor seeks to help you make better decisions and optimize your plan design and investment options. Services designed specifically for the needs of plan sponsors include fiduciary-level investment monitoring, expedited investment policy statement (IPS) preparation assistance, education services geared toward plan committees, and management of vendor relationships.
- **Committed to Your Employees' Success:** An LPL retirement plan advisor is fully dedicated to improving retirement readiness for your employees while they are in-plan, preparing to retire, and after they have left the plan.

Value-Added Investment Research, Critical Financial Education, and Fiduciary Support

Market insights and due diligence help give you the pulse of the market

Your LPL retirement plan advisor has access to market insights and institutional-quality portfolio manager due diligence through the LPL Research team. This dedicated business unit analyzes hundreds of investment managers and more than 40,000 mutual funds and distributes regular commentaries on the most widely held retirement investments. Our experienced team of 26 strategists, research analysts, and analytics specialists cover our macroeconomic outlook and the expanding universe of investment managers and products.

Education services designed with the employee in mind

We're pleased to offer comprehensive retirement plan services that seek to assist employees by improving their retirement readiness—and helps your organization attract and retain better workers. Available to plan sponsors exclusively through our retirement plan-focused financial advisors, our single solution offers financial education and guidance tools for your workers while in-plan, when they become eligible to leave the plan, and after they leave the plan. We create highly effective participant outreach and enrollment programs that are designed to increase financial literacy, participation rates, and employee deferrals.



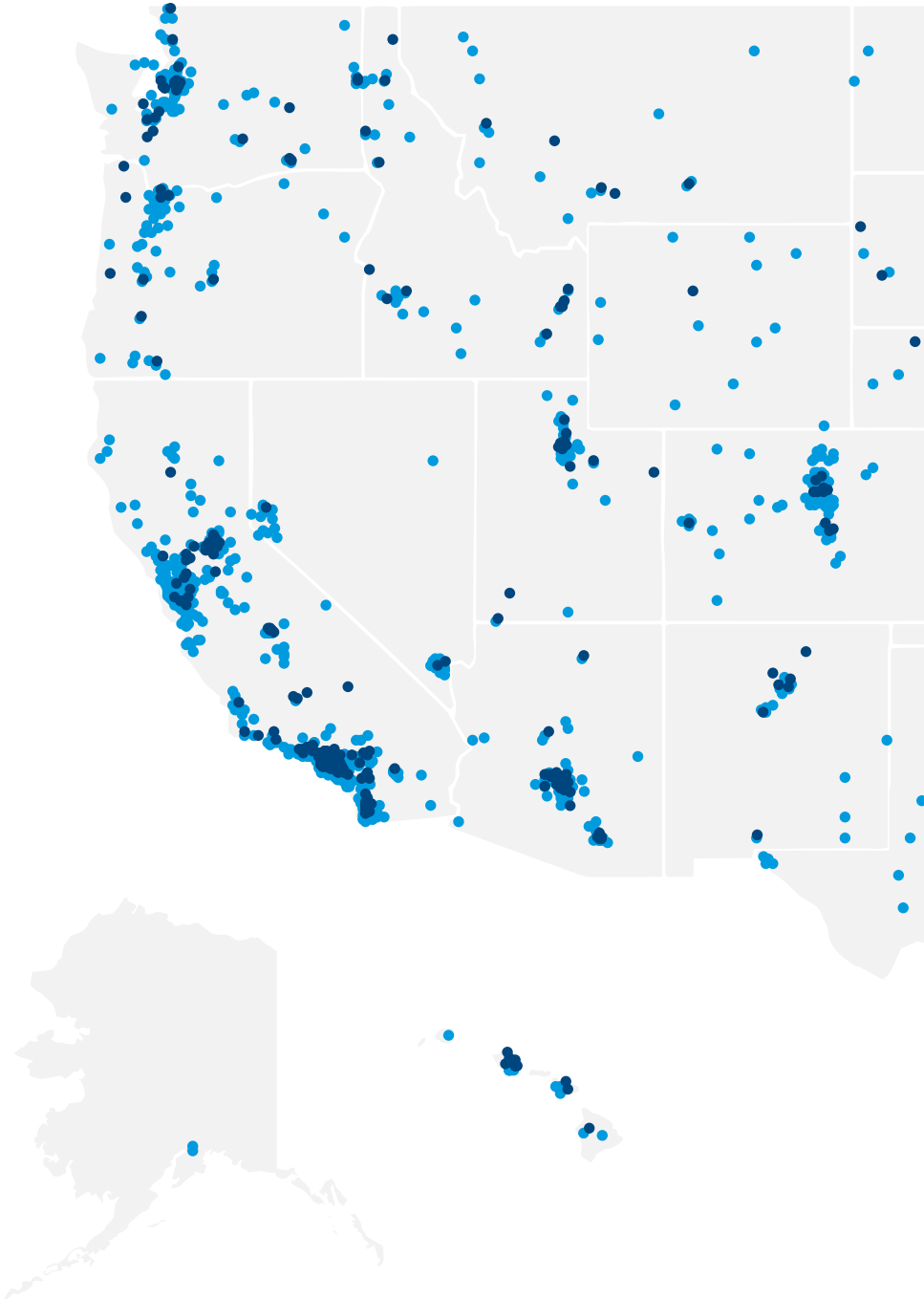
Fiduciary and Consulting support helps manage risk in your plan

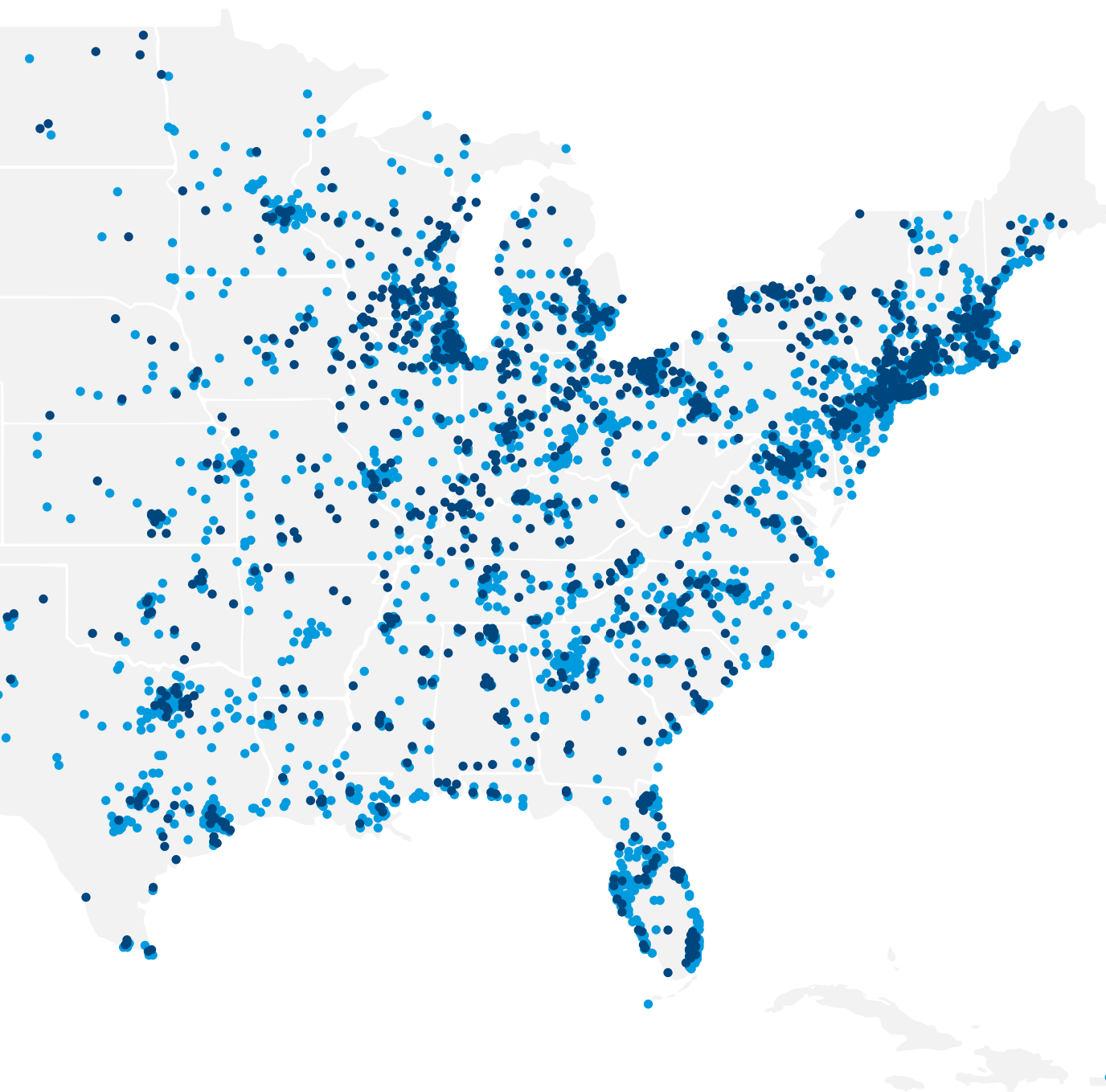
Unlike other traditional broker/dealers, an LPL retirement plan advisor can assist employers in addressing ERISA fiduciary requirements, education on plan design options, and regulatory issues. Our fiduciary support services include:

- Providing you with comprehensive plan provider review and benchmarking, including in-depth comparisons of plan features and fee transparency
- Expediting the preparation of Investment Policy Statements (IPS) and assistance in adhering to it
- Monitoring of fund performance and managing the watch list and replacement process
- Participating in your investment committee meetings
- Helping you prepare for annual audits

LPL FINANCIAL ACROSS AMERICA

- Independent Advisors
- Banks and Credit Unions

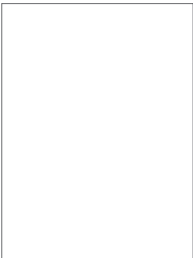




About LPL Financial

LPL Financial LLC, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), is a leader in the retail financial advice market and served approximately \$535 billion in brokerage and advisory assets as of April 30, 2017. LPL is one of the fastest growing RIA custodians and the nation’s largest independent broker-dealer (based on total revenues, Financial Planning magazine June 1996-2016), and the firm and its financial advisors were ranked No. 1 in net customer loyalty in a 2016 Cogent Reports™ study. The Company provides proprietary technology, comprehensive clearing services, practice management programs and training, and independent research to more than 14,000 financial advisors and over 700 financial institutions, enabling them to provide a range of financial services including wealth management, retirement planning, financial planning and other investment services to help their clients turn life’s aspirations into financial realities. Financial advisors associated with LPL also serviced an estimated 46,000 retirement plans with an estimated \$135 billion in retirement plan assets, as of March 31, 2017. Additionally, LPL supports approximately 3,900 financial advisors licensed and affiliated with insurance companies with customized clearing, advisory platforms, and technology solutions. LPL Financial and its affiliates have more than 3,300 employees with primary offices in Boston, Charlotte, and San Diego.

For more information, please visit www.lpl.com.



DBA Name
Located at Institution Name
Agent Name, desig, desig, desig, desig
Title 1
Title 2 or Insurance #
Address line 1
Address line 2
City, State XXXXX
(000) 000-0000 xExt or Description
(000) 000-0000 xExt or Description
(000) 000-0000 xExt or Description
email.address@email.com
www.webaddress.com

