



## Broadridge Advisor Solutions Now Part of LPL Financial's Vendor Affinity Program

Released : 08 06 2015

LAKE SUCCESS, N.Y., Aug. 6, 2015 /PRNewswire/ -- [Broadridge Financial Solutions, Inc.](#) (NYSE:BR), the leading technology-driven solutions provider for financial services firms globally, has been selected for inclusion in LPL Financial's new Vendor Affinity Program. The LPL program offers a centralized repository of approved vendors who have agreed to provide products and services to LPL advisors at discounted prices.

"Our range of solutions, including advisor websites, marketing communications and an array of educational content and delivery methods, will help LPL advisors reduce the complexity and costs of running their businesses, as well as differentiate themselves as they grow their businesses," said Andrew Besheer, president, Broadridge Advisor Solutions.

Through its acquisitions of Emerald Connect and Forefield, Broadridge Advisor Solutions provides technology, marketing and communication tools to over 80,000 advisors nationwide. Broadridge offers advisor websites, search engine marketing, advisor marketing, educational content and other capabilities.

"We recognize that technology is a major contributor to creating increased efficiency and driving greater productivity in our clients' businesses," said Victor Fetter, LPL Financial managing director and chief information officer. "Being able to connect LPL clients with leading technology solution providers adds a new dimension to the level of service and support we can provide to clients to help them manage and grow their businesses." LPL Financial is the nation's largest independent broker-dealer, a custodian for registered investment advisors, and a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA).

### About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and business process outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than \$5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,700 full-time associates in 14 countries. For more information about Broadridge, please visit [www.broadridge.com](http://www.broadridge.com).

### About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ:LPLA), is a leader in the financial advice market and serves \$485 billion in retail assets. The Company provides proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to more than 14,000 independent financial advisors and more than 700 banks and credit unions. LPL Financial is the nation's largest independent broker-dealer since 1996 (based on total revenues, Financial Planning magazine, June 1996-2015), is one of the fastest growing RIA custodians with \$105 billion in retail assets served, and acts as an independent consultant to over an estimated 40,000 retirement plans with an estimated \$120 billion in retirement plan assets served, as of March 31, 2015. In addition, LPL Financial supports approximately 4,300 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms, and technology solutions. LPL Financial and its affiliates have 3,352 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit [www.lpl.com](http://www.lpl.com).

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