

LPL Financial Reports Monthly Activity for October 2024

SAN DIEGO – November 21, 2024 – [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 October 2024.

Total advisory and brokerage assets at the end of October were \$1.67 trillion, an increase of \$81.2 billion, or 5.1%, compared to the end of September 2024.

Total net new assets for October were \$96.6 billion, which included \$88.0 billion of acquired net new assets resulting from the acquisition of Atria Wealth Solutions, Inc. (“Atria”) and \$0.3 billion of acquired net new assets resulting from Liquidity & Succession activity.

Total organic net new assets for October were \$8.3 billion, translating to a 6.2% annualized growth rate. This included \$1.0 billion of assets that off-boarded as part of the previously disclosed planned separation from misaligned large OSJs. Excluding these assets, organic net new assets were \$9.3 billion, translating to a 7.0% annualized growth rate.

Total organic net new advisory assets were \$8.8 billion, translating to a 11.9% annualized growth rate. Excluding the off-boarded assets from misaligned large OSJs, total organic net new advisory assets were \$9.1 billion, translating to a 12.2% annualized growth rate.

Total client cash balances at the end of October were \$48.3 billion, an increase of \$2.5 billion compared to the end of September 2024. This included \$2.3 billion resulting from the acquisition of Atria. Net buying in October was \$12.5 billion.

(End of period \$ in billions, unless noted)	October 2024	September 2024	Change M/M	October 2023	Change Y/Y
<u>Advisory and Brokerage Assets</u>					
Advisory assets	910.6	892.0	2.1%	653.6	39.3%
Brokerage assets	762.7	700.1	8.9%	565.8	34.8%
Total Advisory and Brokerage Assets	1,673.3	1,592.1	5.1%	1,219.4	37.2%
<u>Organic Net New Assets</u>					
Organic net new advisory assets	8.8	11.0	n/m	5.7	n/m
Organic net new brokerage assets	(0.5)	0.5	n/m	1.5	n/m
Total Organic Net New Assets	8.3	11.4	n/m	7.2	n/m
<u>Acquired Net New Assets</u>					
Acquired net new advisory assets	21.3	0.2	n/m	0.0	n/m
Acquired net new brokerage assets	67.0	0.1	n/m	0.0	n/m
Total Acquired Net New Assets	88.3	0.3	n/m	0.0	n/m
<u>Total Net New Assets</u>					
Net new advisory assets	30.1	11.2	n/m	5.7	n/m
Net new brokerage assets	66.5	0.5	n/m	1.5	n/m
Total Net New Assets	96.6	11.7	n/m	7.2	n/m
Net brokerage to advisory conversions	1.1	1.2	n/m	0.8	n/m

Note: Totals may not foot due to rounding.

Client Cash Balances

Insured cash account sweep	34.7	32.1	8.1%	33.5	3.6%
Deposit cash account sweep	9.7	9.6	1.0%	9.0	7.8%
Total Bank Sweep	44.4	41.7	6.5%	42.5	4.5%
Money market sweep	2.6	2.3	13.0%	2.4	8.3%
Total Client Cash Sweep Held by Third Parties	47.0	44.0	6.8%	44.9	4.7%
Client cash account ⁽¹⁾	1.3	1.8	(27.8%)	1.7	(23.5%)
Total Client Cash Balances	48.3	45.8	5.5%	46.6	3.6%
Net buy (sell) activity	12.5	12.2	n/m	10.7	n/m

Market Drivers

S&P 500 Index (end of period)	5,705	5,762	(1.0%)	4,194	36.0%
Russell 2000 Index (end of period)	2,197	2,230	(1.5%)	1,662	32.1%
Fed Funds daily effective rate (average bps)	483	513	(5.8%)	533	(9.4%)

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](#).

Contacts

Investor Relations
investor.relations@lplfinancial.com

Media Relations
media.relations@lplfinancial.com

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 more than 28,000 financial advisors and the wealth management practices of approximately 1,200 financial institutions, servicing and custodialing approximately \$1.7 trillion in brokerage and advisory assets on behalf of approximately 6 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”), a registered investment advisor. Member FINRA/SIPC.

LPL Financial and its affiliated companies provide financial services only from the United States.

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.

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

Note: Totals may not foot due to rounding.

(1) During the first quarter of 2024, the Company updated its definition of client cash account balances to exclude other client payables. Prior period disclosures have been updated to reflect this change as applicable.