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LPL Financial Service Teams Earn DALBAR's Recognition for Excellence Award

(Boston, MA. November 17, 2016) DALBAR announced today that LPL Financial has earned Recognition for Excellence Awards for the level of service provided by its Worksite Financial Solutions and Investor Solutions call center support teams. The two teams serve LPL independent financial advisors managing retirement plans and the participants in those plans.

Aspects of the LPL teams' service delivery that contributed to DALBAR selecting the teams for this honor include:

- Having a positive attitude
- Taking a proactive approach
- Providing confident answers to caller's questions
- Actively listening to customer inquiries and concerns
- Responding appropriately and completely

DALBAR President Lou Harvey said, "LPL is not only providing a unique value-added service to the retirement community, they are also consistently providing a superior standard of care when doing so. We see this same commitment to the customer experience whether they are dealing with LPL advisors, record keeper partners, plan sponsors, plan participants or individual investors"

Added David Reich, LPL Executive Vice President and head of LPL Retirement Partners, "LPL is proud to be recognized for the level of service we provide to our advisors and Worksite Financial Solutions plan participants. Now more than ever, Americans need the support and resources to help them work toward a successful retirement. LPL is committed to ensuring that our advisors and plan participants have the resources, tools and access to objective financial advice to be able to pursue their goals."

LPL's Worksite Financial Solutions team supports the financial advisors who are setting up new employer-sponsored retirement plans on the Worksite platform and extends its support to participants in those retirement plans, helping them to enroll and transition their plan through job transitions. The Investor Solutions team provides support and advice for individual investors who are not currently engaged with an advisor. Both teams are headed up by Russ Winchester, Vice President LPL Financial.

DALBAR'S Recognition for Excellence Award was earned through an objective third-party evaluation of the quality of service being provided by the contact center. DALBAR randomly selected and audited both incoming and outbound calls in order determine whether the service level provided by the representative exceeded award levels in the following areas: Attitude, Accommodation, Expertise and



Call Flow. Recognition for Excellence Awards are earned only when a contact center has exceeded award levels after months of systematic testing.

For more information on DALBAR's Service Quality Measurement program or Recognition for Excellence, please contact Brooke Halloran at 617-624-7273 or bhalloran@dalbar.com.

DALBAR, Inc. is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned a reputation for consistent and unbiased evaluations of investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial community.

The Worksite Financial Solutions and Investor Solutions call center team members are registered representatives of LPL Financial. Securities and advisor services are offered through LPL Financial, a registered investment advisor. Member FINRA/SIPC. Worksite Financial Solutions is a program exclusive to LPL Financial and its advisor partners