

1 enters



Hey there! .

2 reacts to off-screen voice - "who me?"



3 proud - happy - pleased - cute



Yes, YOU. Let's talk about you. Do you know that what you do matters?

4 steps to left - waves to little guy.



Your work matters to more than 13,000 independent financial advisors

5



and hundreds of financial institutions across the United States.

6 Cut to medium - she's proud but shy.



That's thousands of businesses that all rely on you.

7 Flexes muscles - body builder poses - cute.



In fact, LPL Financial grew through your efforts.

8 turns crank with left hand - crane comes to life and builds on.



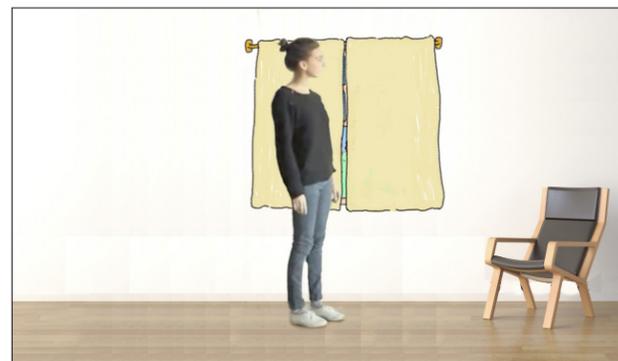
We started with a bold and innovative vision:

9 crane raises Financial advisor out of box - other lines add under



Support America's independent financial advisors and financial institutions so they can do right by their clients, by helping to turn life's aspirations into financial realities.

10 crosses right - pauses - pulls cord - curtains open revealing window



After a while...

11 begin to push in



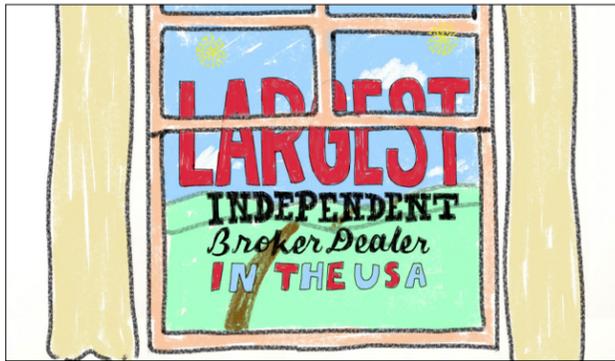
we set our sights on obtaining ...

12 PUSH in to window.



scale and scope.

13 Camera pushes through the window - type animates on - fireworks



That strategy worked—amazingly well.

14 reacts to the clutter - stands in front - collapses - accordion fold



But that rapid growth created challenges too. It created complexity

15 turns to camera - opens arms to unfold "simplicity" -



when what our clients need is simplicity.

16 single employee - lost in maze of cubicles - waves.



We began to wonder: Had LPL grown too big to be personal?

17 Pull out to wide shot - she waves back.



Those concerns were right and we've taken them to heart.

18 Steps up to winners platform



So we're building on our entrepreneurial heritage

19 we move her up using jump-cuts



and embracing the spirit of innovation

20 arrives at first place. - gets gold medal.



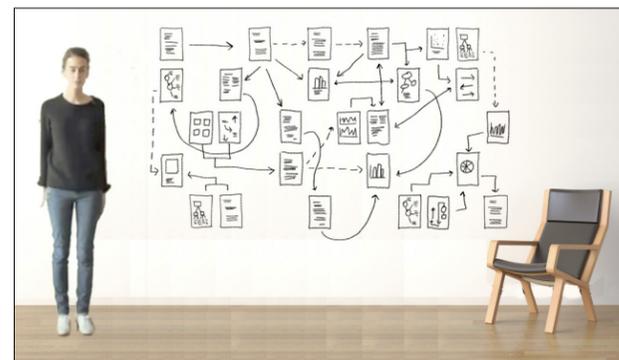
that made us a market leader - And that strategy will make LPL better than ever.

21 ribbons pop-on on cue.



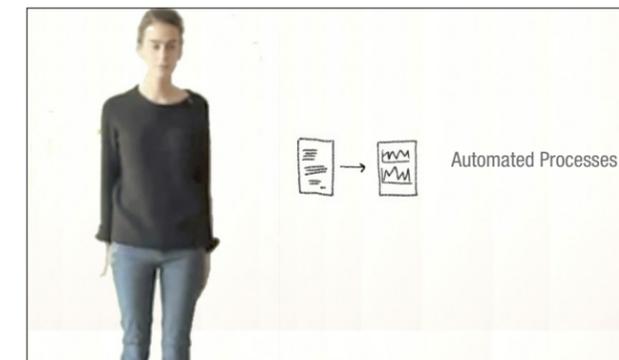
Together, we're making a smarter, simpler and more personal LPL.. What does that mean?

22 complex wall of documents - builds-on rapidly.



Well, For you, it means finding ways to reduce complexity

23 collapses to single row - then to single document



and respond to our clients' needs faster.

24 grasps paper - creates an airplane - throws at camera - wipes to next scene



25 airplane wipes to next scene



26 she stands holding stacks of paper - papers recede.



And for our advisors and institutions, it means things like less paperwork,

27 ipad - smartphone drop onto hands - taps on the iPad screen -



and more intuitive technology to support their clients.

28 reverse close up ipad with clock.-hands run backwards.



In each case, the result is the same: more time.

29 hand enters and "scrolls" the page



30 close up - enjoy life



31 she stands in front of shelf full of books



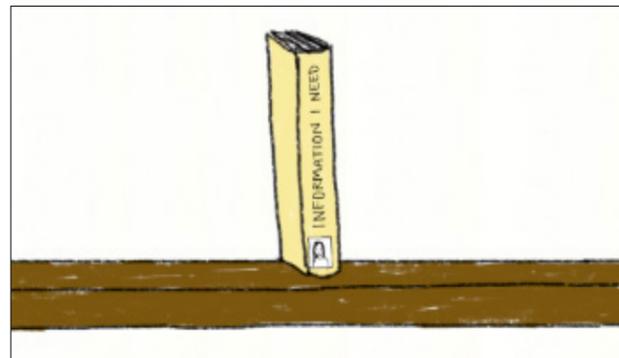
Being simpler is also about working smarter by using data effectively to make decisions

32 pushes some left - some right



and create a more personal environment,

33 Close up - single book - "things I need to know"



By providing information tailored for those who need it.

34



So you see, your work really does matter. It's your dedication, experience and insight that help make LPL be a place that inspires creative thinking, a spirit of innovation, and a love for what we do.

35 question marks pop up



So raise your hand, ask questions, get involved,

36 types her comment



share your views

36 files into blog page.



37



Embrace our Success Factors

38



and make yourself heard!

39 draws on wall...



Smarter, Simpler, more personal.

40 stands and looks - smiles knowingly - exits frame



Welcome to the new LPL.

41

