

# Hybrid RIA Co-Branding Guide

## Introduction

Hybrid RIAs have the opportunity to co-brand using a single DBA name across various lines of business and their associates' registrations. This can include Hybrid Advisors (IARs registered with a Hybrid RIA as well as registered representatives of LPL Financial), Independent Financial Advisors ("IFA", registered solely with the RIA) and in limited instances, LPL Financial Advisors (registered with LPL, but not registered with the Hybrid RIA).

## What is the benefit to your hybrid firm for co-branding?

All Advisors registered with your RIA firm can use the same DBA name and branding across various marketing materials, such as websites, office signage, flyers and brochures. Your firm would not take on the additional cost and complexity of holding out separate brands for your advisory practice.

## What should I consider for co-branding my hybrid firm?

Co-branding may not be the right solution for every hybrid practice. The cost and time associated with rebranding your advisors' practices must be considered.

The following table is a summary of the co-branding DBA naming options for hybrid RIA firms:

Hybrid RIA firm associated advisor types:	Co-Branding DBA for both securities and advisory business can be:		
	RIA Name* (Per ADV)	RIA DBA Name (Per ADV)	Other DBA Name** (Not RIA Name or RIA DBA Name per ADV)
	<i>AcmeWorld Advisory Services</i>	<i>AcmeWorld Wealth Management</i>	<i>AcmeWorld Financial Services</i>
Only Hybrid Advisors	✓	✓	✓
Hybrid Advisors and IFAs	✓	✓	✓
Hybrid Advisors and LPL Financial Advisors	✗	✗	✓
Hybrid Advisors, IFAs, and LPL Financial Advisors	✗	✗	✓

**Note: Representatives in the Institutional Services (IS) channel will not be able to co-brand.**  
**\*This is the Legal name for the RIA entity**  
**\*\*The individual user is responsible to confirm compliance with all laws, rules, and regulations. Other DBA name consists of a newly registered and approved DBA name to be used by the IARs.**

The office must adhere to office sharing restrictions, with specific exceptions which will be noted on the approved Office Sharing Form (RE-OS-CS).

You should continue to collaborate with your partners at LPL to stay current with LPL policies regarding co-branding. LPL Financial reserves the right to withdraw approval of the co-branding request at its Compliance Department's discretion.

### **Co-Branding Requirements for Advertising and Communications**

LPL recommends that all materials should be reviewed by the RIA firm's CCO to ensure compliance with the RIA firm's compliance policies prior to submitting to LPL.

Materials that feature IFAs along with Hybrid Advisors must be submitted to Marketing Regulatory Review (MRR) for review and approval to ensure consistency with applicable regulatory requirements and LPL policies.

Materials that solely feature the IFA and are intended only for their independent use will not need to be submitted to MRR for approval. Examples: business cards, email signatures. Please remember: IFA-only materials may not reference brokerage services or LPL.

### **Interested in Co-Branding?**

LPL recommends that you first discuss your options with your RIA compliance officer, RIA legal counsel, and/or your compliance consultant (if applicable).

After you have determined co-branding is a good fit for your practice, please contact the Compliance Service Center: 800-877-7210 x6835 for next steps.

### **Contacts and Resources**

For next steps, please contact Compliance Service Center: 800-877-7210 x6835.

Office Sharing Form (RE-OS-CS): [Resource Center](#) | [Your Business](#) | [Manage Your Business](#) | [Transitioning to LPL Financial](#) | [Getting Ready to Move](#) | [Office Location and Setup](#) | [Click the link for "Office Sharing Coversheet"](#).