Hybrid RIA Co-Branding – Next Steps

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). To submit a hybrid RIA co-branding request, please complete the following steps in order. If you have any questions during the submission/review process, please utilize the referenced contact (phone or email) within the step in question.

Step 1: Advisor Review - IFAs

- ❖ All IFAs affiliated with your firm seeking approval to participate in co-branding must be reviewed by the Advisor Review team.
- ❖ Submit a list of IFAs affiliated with your firm who are seeking approval to co-brand, along with indicating if any are/will be sharing office space with LPL registered advisors to RepReview.mailbox@lpl.com. You will receive a response including instructions for IFAs who have not been reviewed by LPL, to go to joinlpl.com to begin the review process.
- ❖ If/when speaking with the Onboarding Consultant, please ensure the IFA communicates that he/she is joining in order to participate in co-branding.
- ❖ After co-branding has been approved, any future/new IFAs to affiliate with your firm and who are seeking approval to participate in co-branding, must submit through joinlpl.com for approval, prior to being included in the co-branding approval (using co-branded material).

Step 2: Submit/update applicable Outside Business Activities (OBAs), as it relates to your specific situation.

- ❖ Scenario 1: IFAs to now brand under an existing DBA and existing RIA or RIA DBA, therefore no new DBA name to be created (for LPL Business or RIA business) - no OBAs required to be submitted.
- ❖ Scenario 2: New DBA for LPL Business OBA or New RIA DBA name, if either are changing. Submit applicable OBAs. OBAs are submitted for each individual using the DBA name and are recorded by Master Rep ID.
- ❖ For any OBA submission questions, please contact the Compliance Service Center: 800-877-7210 x6835.
- ❖ Once your OBA submission/update is approved, proceed to the next step.

Step 3: Submit/update office sharing requests (only applicable if the IFA is/will be sharing space with LPL registered advisors)

- The office sharing form must to be submitted by the branch owner. One office sharing form should be submitted for each branch.
- Submit a new request if there is not one on file, or an amendment to the existing request. The new office sharing request will address co-branding. Please note in the comments "co-branding".
- If the IFA is going through Advisor Review, office sharing should be notated at that time and will be reviewed.
- If the IFA has already been reviewed by Advisor Review, please have the LPL registered advisor sharing space with the IFA, submit an office sharing request to lplfinancial.officesharing@lpl.com to add office sharing or update the existing office sharing on file.

Step 4: Submit materials to Marketing Regulatory Review (MRR)

- 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 prior to use.
- 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.
- For questions specific to marketing materials, please contact the MRR Service Team at 800-877-7210 x.6590

Contacts and Resources

Compliance Service Center: 800-877-7210 x6835.

MRR Service Team: 800-877-7210 x.6590

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".