

Michael White -



LPL Financial
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Report:

**COMMUNITY BANK
INVESTMENT PROGRAMS**

The *Michael White-LPL Financial Institutions Report: Community Bank Investment Programs™* is a quarterly report on the year-to-date performance of community bank retail investment programs. Produced by Michael White and Michael White Associates (MWA) and exclusively sponsored by LPL Financial Institution Services, this report measures and benchmarks community banks' performance in generating securities brokerage and annuity fee income.

Especially exciting are the new and innovative benchmarking ratios that give insight into the performance of community bank investment programs:

- Program Productivity
- Program Density
- Program Contribution
- Program Concentration
- Program Penetration

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