

The Definitive 2026 Securities-Based Lending Handbook

The liquidity gap in your book

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Executive Summary

Securities Based Lending (SBL) has moved from a niche solution for ultra-high-net-worth (UHNW) households to a mainstream capability across wealth management.

The case for adoption is already clear:

- advisors are familiar with it
- firms believe it helps win and retain assets, with 55% citing AUM retention as a primary benefit
- clients increasingly value liquidity and flexibility
- technology is making execution more scalable

While household penetration remains low in many practices, 50% of firms surveyed expect SBL balances to grow in the next 12 months.

That matters because liquidity is often the moment when advisor relevance is tested most directly. When clients need capital, they may:

- sell appreciated assets
- borrow from another institution
- delay an opportunity because they do not see a clean liquidity path

Each of those moments creates risk for the relationship.

SBL changes that conversation. When structured responsibly, it can help clients access liquidity while preserving their long term investment strategy. It can also help advisors:

- keep portfolios intact
- reduce tax triggered selling
- improve balance sheet flexibility
- deepen trust
- retain assets that might otherwise leave the firm

Why adoption still lags

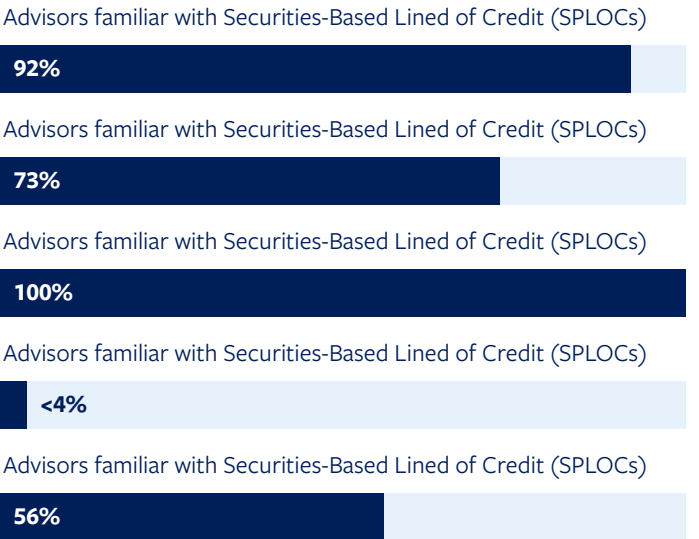
In most cases, the barrier is not belief in the value of SBL. It is turning awareness into routine use.

Common blockers include:

- uneven advisor confidence
- weak integration into client review workflows
- cumbersome origination processes
- uncertainty around how to discuss risk
- a tendency to wait for the client to raise the need first

In short: awareness is high, adoption is not.

Metrics



Strategic bottom line

SBL is no longer a niche lending product. It is a balance sheet advisory tool.

Advisors who use it well are not simply solving for liquidity. They are expanding their role, strengthening retention, and making their advice more valuable in moments that matter most.

If fewer than 5% of your eligible households are using SBL today, there is a strong chance your book contains underused borrowing capacity.

Liquidity is The New Differentiator

Clients increasingly expect their advisor to help with more than investments alone. They want guidance that connects portfolio strategy, tax sensitivity, debt decisions, timing, and real-life liquidity needs.

That is why SBL matters now.

For years, many wealth relationships treated liquidity as someone else's job. Investments lived with the advisor. Borrowing lived with the bank. That model is weakening.

Today's clients expect a more coordinated approach. They want advice that helps them think through:

- whether to sell or borrow
- how to preserve long term allocation
- how to avoid unnecessary tax realization
- how to fund near term needs efficiently
- how to keep options open during uncertainty

This handbook is designed to move you from awareness to action.

Inside, you'll learn how to:

- identify SBL opportunities already in your book
- explain SBL simply and credibly
- lead liquidity conversations without sounding product driven
- structure responsibly and discuss risk with confidence
- build repeatable habits that make SBL part of your practice

The opportunity is not theoretical. In many cases, it is already present in your book

01

The Mindset Shift: From Asset Manager to Balance Sheet Advisor

Most advisors manage assets. The most durable advisors manage balance sheets. That difference becomes most visible when a client needs liquidity.

Why this shift matters

When a client needs cash, they usually face three options:



1. Sell assets



2. Borrow elsewhere



3. Delay the decision

If you are not helping evaluate those options, you are not fully participating in one of the most important financial decisions that client will make.

And if another institution solves that need first, your role can narrow quickly.

What SBL changes

SBL helps advisors move from reacting to liquidity needs to planning for them.

It allows you to help clients:

- preserve portfolio construction
- avoid untimely liquidation
- reduce taxable sales
- maintain long term investment discipline
- create optionality without disrupting strategy

This is not only about credit. It is about positioning.

The advisor who can discuss both assets and liabilities becomes:

- more strategic
- more relevant
- more embedded in the client's financial life

The advisor paradox

Many advisors describe their approach as holistic, yet liabilities often receive limited attention in reviews.

Common reasons include:

- lending feels adjacent to banking, not advice
- volatility risk feels uncomfortable
- process complexity has historically discouraged engagement
- advisors may not feel technically fluent enough to introduce the topic

But the landscape has changed:

- origination is more digital
- monitoring is more systematic
- specialist support is more available
- client expectations are more integrated

The question is no longer whether SBL belongs in wealth management. The better question is whether it is embedded in your client conversations.

The reframe

Instead of asking: What should we sell to create liquidity?

Ask:

“What is the most efficient way to create liquidity while preserving the client’s strategy?”

That shift is subtle, but powerful. It moves you from transaction manager to strategic advisor.

Reflection questions

- Do you regularly discuss liquidity during annual reviews?
- Do you know which clients have meaningful non retirement assets that could support a lending conversation?
- Do you understand where your clients currently borrow?
- Have you positioned SBL proactively, or only after a client raises a need?
- If a top client needed \$300,000 next month, would they call you first?

If not, the opportunity is not awareness. It is integration.

02

Understanding SBL: Clearly, Simply, Confidently

Before you can lead a good liquidity conversation, you need to be able to explain SBL simply and accurately.

What is SBL?

Securities-Based Lending allows a client to borrow against eligible non retirement investment assets without selling them. The assets remain invested and serve as collateral for a line of credit or loan.

In many programs, funds can be used for a wide range of non securities purposes, subject to lender policy and applicable regulations, including:

- real estate purchases
- tax obligations
- tuition or family support
- business investment or working capital
- debt consolidation
- major purchases
- liquidity reserves

Availability, collateral eligibility, and permitted uses of proceeds are subject to lender guidelines, underwriting, and applicable regulations. SBL is not appropriate for all clients or all situations.

What clients are actually buying

In many cases, clients are not seeking leverage for its own sake; they are seeking flexibility. They usually want:

- optionality
- speed
- continuity
- tax efficiency
- control

Positioned properly, SBL is not “borrowing against the portfolio” in the abstract. It is a way to solve a liquidity need without forcing an unnecessary strategic compromise.

A plain language explanation

A clear explanation might sound like this:

“SBL is a line of credit secured by your investment portfolio. It may allow you to access liquidity without selling assets right away, which can help preserve your strategy and potentially avoid unnecessary tax realization. We would structure it carefully and discuss the risks clearly.”

What affects borrowing capacity

Availability typically depends on factors such as:

- asset type
- diversification
- concentration levels
- liquidity of holdings
- account registration
- lender guidelines
- relationship size
- client credit or documentation requirements, where relevant

In general, diversified and liquid holdings support stronger borrowing treatment than concentrated or highly volatile ones.

Risks to address directly

Strong advisors do not avoid the risk discussion. They lead it.

Important considerations include:

- market volatility can affect collateral value
- maintenance thresholds may require action if values decline materially
- rates are often variable
- excessive borrowing increases relationship risk
- not every client or use case is appropriate

A practical way to explain this:

“Because the portfolio secures the line, market declines can affect borrowing capacity. That is why we do not structure at the maximum. We build in a cushion, monitor the account, and make sure there is a plan if markets move.”

Suitability: what good fit looks like

A strong candidate often has:

- meaningful eligible non retirement assets
- a diversified portfolio
- a clear liquidity purpose
- a desire to avoid selling
- reasonable comfort with market based collateral
- access to backup liquidity
- a practical repayment mindset

Use caution when a client has:

- concentrated single stock exposure
- little tolerance for market volatility
- no secondary liquidity source
- an unclear or speculative use of proceeds
- a desire to maximize borrowing rather than preserve flexibility

Quick example

Client A

Details

\$3.5M diversified taxable portfolio; needs \$400,000 for a real estate down payment; wants to avoid selling appreciated holdings.

Assessment: Strong

Client B

Details

\$900,000 taxable account; 70% in one volatile stock; wants maximum borrowing for a speculative investment.

Assessment: Weak

Client C

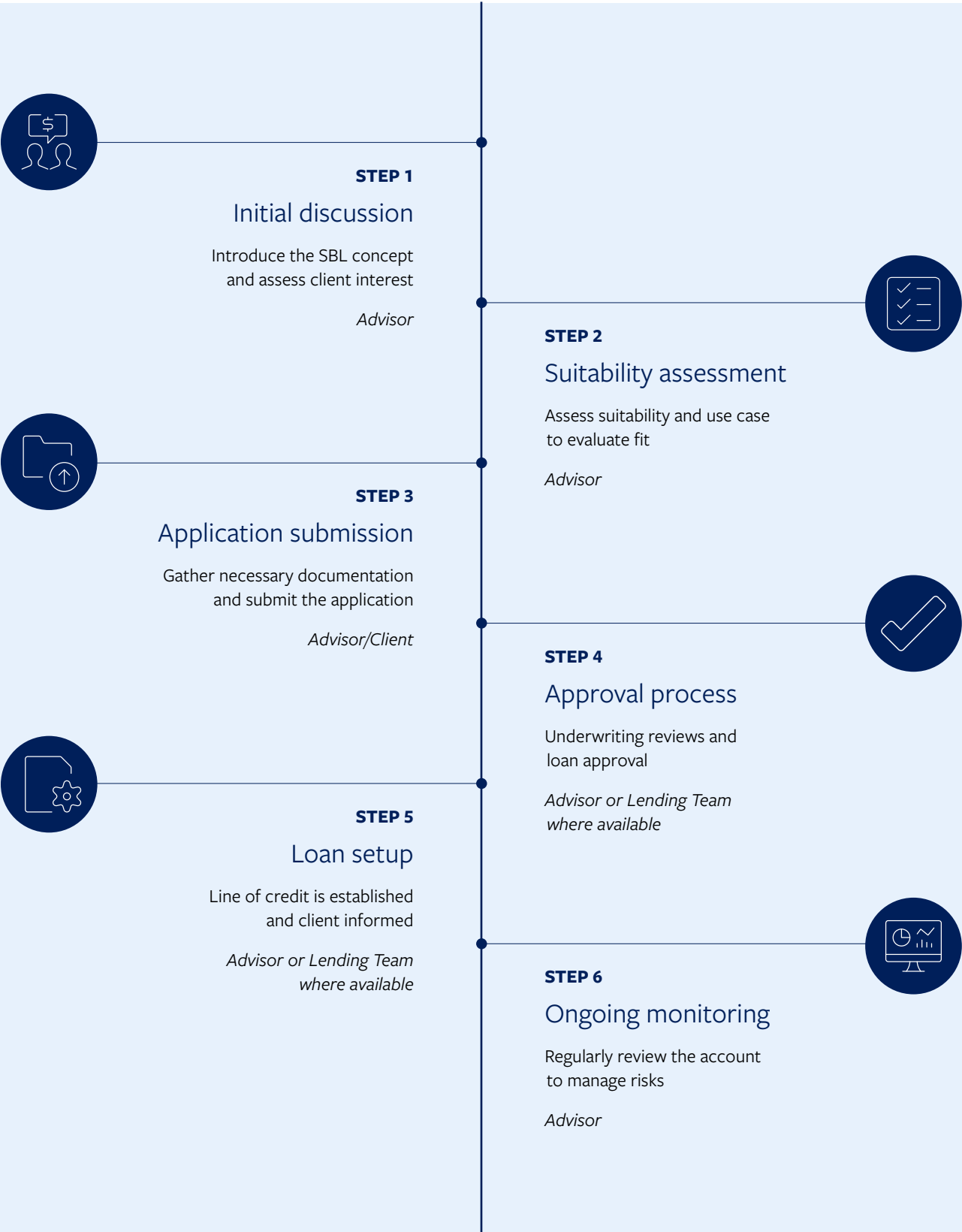
Details

\$2.2M taxable portfolio; recurring tax obligations; substantial outside cash reserves; seeks liquidity planning flexibility.

Assessment: Strong with prudent structuring

What the SBL process typically looks like

Before moving into opportunity identification, it can help to understand what a typical SBL workflow looks like in practice:



03

The Liquidity Opportunity in Your Book: Where to Look First – and What to Look For

Many advisor books contain more SBL opportunity than current workflows reveal. That is because liquidity needs rarely appear labeled as “lending opportunities.” They appear as life events, tax pressure, concentrated gains, large purchases, or a hesitation to sell.

Where to look first

Start with your top households and review for:

- significant unrealized gains
- concentrated or long held positions
- large taxable accounts
- recurring tax payments
- business ownership
- real estate activity
- expensive outside debt
- recent asset sales for liquidity reasons
- large cash balances being held “for flexibility”

Five high probability use cases

The following examples are illustrative. Actual structure, availability, and use of proceeds depend on lender guidelines, underwriting, collateral eligibility, and applicable regulations.

1) Tax payment without liquidation

A client has a large tax payment due and does not want to sell appreciated positions.

Why SBL may fit: It can provide short term liquidity while allowing investment decisions to be made more strategically.

Opening line:

“Before we sell appreciated assets to cover the tax payment, let’s compare that with other liquidity options.”

2) Real estate speed

A client wants to move quickly on a property purchase and does not want financing delays to weaken the offer.

Why SBL may fit: It can provide fast access to liquidity while preserving investment exposure.

Opening line:

“If speed matters here, we should look at options that strengthen your position without forcing an immediate sale of assets.”

3) Business owner liquidity

A client needs short term capital for inventory, payroll, expansion, or a time sensitive opportunity.

Why SBL may fit: It may provide faster and more flexible liquidity than traditional lending channels.

Opening line:

“Let’s look at whether your broader balance sheet can support this opportunity more efficiently.”

4) Debt simplification

A client is carrying multiple higher cost debts or inefficient borrowing structures.

Why SBL may fit: In the right case, it may improve flexibility and simplify the liability side of the balance sheet.

Opening line:

“Your assets may support a more efficient liquidity strategy than your current debt mix. Let’s compare them carefully.”

5) Mass affluent flexibility

A growing client has built meaningful taxable assets and wants more flexibility, but has never been introduced to SBL.

Why SBL may fit: Early introduction can deepen the relationship before outside lenders do.

Opening line:

“You’ve built meaningful investable assets. It may be worth discussing how those assets could support future liquidity needs without requiring a sale.”

Activation principle

Most advisors are either:

- not using SBL at all, or
- using it only rarely

The hardest step is usually not scaling. It is getting started.

Confidence often rises sharply after the first strong conversation and first successful implementation.

Practice exercise

Review your top 25 households and identify:

- one client with likely tax driven liquidity needs
- one client with concentrated or highly appreciated holdings
- one client with outside debt worth evaluating

For each, write:

- the likely need
- why SBL may fit
- the exact first sentence you would use

The purpose is not perfection. The purpose is activation.

04

Conducting Confident SBL Conversations: Make the Discussion Feel Like Advice, Not a Pitch

The best SBL conversations do not sound like credit sales. They sound like thoughtful financial guidance.

Clients wake up thinking about:

- a tax bill
- a home purchase
- a business opportunity
- cash flow flexibility
- not wanting to sell during volatility

They do not wake up asking for an SBLOC.

Your role is to connect the need to the right solution.

The 4 step liquidity conversation framework

Step 1: Anchor to the client's goal

Start with their priority.

Examples:

- “You mentioned wanting to avoid selling right now.”
- “It sounds like maintaining your allocation matters.”
- “Speed seems especially important in this situation.”

Step 2: Introduce a choice

Offer an option, not a push.

Examples:

- “There may be another way to create liquidity here.”
- “One option may allow you to access funds without liquidating assets.”
- “Let’s compare this with selling or using outside financing.”

Step 3: Explain it simply

Use plain language.

“It’s a line of credit secured by your portfolio. That may let you stay invested while accessing liquidity, assuming the structure and use case make sense.”

Step 4: Address risk directly

Trust increases when you are clear.

“Because the portfolio secures the line, we monitor it closely. If markets fall significantly, action may be required. That is why we size it conservatively and discuss buffers up front.”

Common objections and strong responses

“Isn’t this risky?”	“It can be if it is structured aggressively. Our goal would be to use it prudently, below maximum levels, with clear guardrails.”
“What happens if markets fall?”	“Borrowing capacity can decline if collateral falls. That is why we build in a cushion and review what backup actions would be available.”
“Why not just use a HELOC?”	“That may be a valid option in some situations. The right comparison depends on speed, flexibility, collateral type, pricing, and the client’s broader balance sheet.”
“What if rates go up?”	“That matters. We should compare scenarios and think about expected duration before moving forward.”

Say this, not that

Say this	Not that
“Let’s see whether this is an efficient way to create liquidity.”	“This is the cheapest money you can get.”
“We would structure below the maximum available.”	“You qualify for a lot more, so we should use it.”
“This can preserve flexibility when used carefully.”	“This is easy money.”

Short advisor scripts

Tax payment

“Before we liquidate appreciated positions, let’s compare whether a portfolio backed line might create more flexibility.”

Real estate

“If timing is the issue, there may be a way to strengthen your position without disrupting the portfolio.”

Business owner

“You may have a more efficient source of short term liquidity than traditional business borrowing.”

Optionality

“Even if you do not need capital today, having liquidity available can create flexibility without requiring a sale.”

Practice exercise

Choose one scenario:

- client wants \$250,000 for taxes
- client wants bridge liquidity for real estate
- client wants a line in place for optionality

Now explain SBL in under 60 seconds, including:

- what it is
- why it may fit
- one key risk
- one next step

05

Risk Management and Smart Guardrails: Growth Without Discipline Erodes Trust

SBL is valuable because it can be structured responsibly. Growth without discipline creates avoidable damage. Responsible SBL use requires careful evaluation of repayment capacity, collateral risk, backup liquidity, and the client's ability to withstand market volatility.

Three habits of responsible SBL advisors

1. Size prudently

2. Prepare clients for volatility before it happens

3. Monitor and revisit the structure over time

Conservative structuring principles

Best practice generally means:

- borrowing below maximum availability
- maintaining a collateral cushion
- limiting reliance on concentrated positions
- matching duration to purpose
- identifying backup liquidity before funding

The objective is flexibility, not maximum extraction.

Maintenance calls: normalize the discussion

A maintenance event should never feel mysterious. In fact, 73% of advisors surveyed reported having at least one maintenance call: 63% said it was handled effectively, and only 9% reported meaningful challenges.

Before implementation, the client should understand:

- that collateral values can change
- that borrowing capacity can decline
- that action may be required if thresholds are breached
- what actions would be available
- why conservative sizing reduces the likelihood of stress

Example: a well managed case

A client with a \$2.5M diversified taxable portfolio establishes a \$1M line but draws only \$300,000 for a short term opportunity.

A market drawdown reduces collateral value over the next month. Because the line was used conservatively, the client remains within acceptable thresholds. The advisor reaches out proactively, reviews exposure, and confirms contingency liquidity.

No forced sale occurs. No surprise call is required. The client remains calm because expectations were set in advance.

What makes a case stronger

Stronger cases typically include:

- diversified taxable assets
- a clearly defined use of proceeds
- moderate draw levels
- backup liquidity
- client understanding of the structure
- an advisor willing to monitor, not just originate

Warning signs

Use greater caution when you see:

- concentrated positions
- a high requested draw relative to total liquid net worth
- no repayment thought process
- low tolerance for market movement
- emotionally reactive borrowing behavior
- speculative use of proceeds

Practice exercise

A client has a \$1.8M taxable portfolio, heavily concentrated in one stock, and wants to draw close to the maximum for an open ended personal project.

Write down:

- the top three risks
- whether you would recommend moving forward
- what conditions or alternatives you would require first

Availability, collateral eligibility, and permitted uses of proceeds are subject to lender guidelines, underwriting, and applicable regulations. Securities-Based Lending is not appropriate for all clients or all situations. Any recommendation should include careful evaluation of repayment capacity, collateral risk, liquidity needs, and the client's overall financial profile.

06

Scaling SBL Inside Your Practice: Make Liquidity Part of How You Advise

SBL becomes transformative when it becomes repeatable. Your goal is not just one successful line. Your goal is to make liquidity part of your service model.

Make liquidity routine

Add SBL prompts to:

- annual reviews
- tax planning agendas
- concentrated position discussions
- business owner meetings
- real estate planning conversations
- family liquidity and estate discussions

Simple prompts include:

- “Do you anticipate any major liquidity needs in the next year?”
- “If you needed capital quickly, what would you do first?”
- “Would flexibility without selling be valuable to you?”

Build a quarterly liquidity watchlist

Every quarter, identify:

- households with significant appreciation
- concentrated positions
- upcoming tax liabilities
- business owners
- clients with expensive debt
- clients who recently liquidated for cash needs

Then set simple activity goals:

- five SBL conversations per quarter
- one implementation target per quarter or half year
- regular review of household penetration

Use a team based model

You do not need to be a credit technician. A scalable approach often looks like:

- advisor owns the relationship
- specialist supports structure and process
- platform supports workflow and monitoring
- client experience remains coordinated

What to measure

Track:

- eligible households
- households approached
- applications started
- lines approved
- lines funded
- utilization levels
- retention among SBL users
- assets retained following a liquidity event

What gets measured gets repeated.

Practice exercise

Create a simple SBL scorecard for your practice with:

- total eligible households
- current SBL users
- target penetration rate
- number of conversations to schedule this quarter
- number of likely opportunities already in process

The goal is not administrative complexity. The goal is visibility and accountability.

07

The Mass Affluent Opportunity:
The Next Growth Curve

SBL is no longer reserved for UHNW households. For many firms, the next wave of growth will come from the mass affluent segment. 73% of advisors surveyed want minimum thresholds lowered in order to serve these clients.

Why this segment matters

Mass affluent clients often have:

- growing taxable wealth
- increasing borrowing needs
- less entrenched lending relationships elsewhere
- high sensitivity to taxes and timing
- strong long term loyalty potential

That combination makes this segment especially important.

A client who is introduced early to portfolio backed liquidity may begin to view their advisor differently — not just as an investment manager, but as a more complete financial guide.

Why early introduction matters

Introducing SBL before a crisis or transaction can:

- deepen trust
- increase perceived sophistication
- improve share of wallet
- reduce the odds that outside lenders become the first call
- create peace of mind even if the line is never used

This is particularly valuable with rising affluent households who are still forming their core financial relationships.

But scale requires discipline

Broader adoption should not mean weaker standards.

Mass affluent growth works best when it is supported by:

- clear eligibility criteria
- straightforward advisor explanations
- guardrails around draw levels
- simple workflows
- proactive client education

The objective is not to make SBL feel mass market.

It is to make it appropriately accessible.

Example: a mass affluent conversation

Client profile

A 42 year old executive with \$850,000 in taxable investments, a growing bonus cycle, and interest in purchasing an investment property.

How the advisor frames it

“You’ve built a meaningful taxable portfolio. Before we assume selling is the only way to fund something like this, it may be worth reviewing whether your assets can support a more flexible liquidity approach.”

This is not an aggressive pitch. It is an expansion of the conversation.

Practice exercise

Identify three mass affluent clients in your book who:

- have taxable assets that may support borrowing
- may face a real estate, tax, education, or business related liquidity need
- have never had an SBL conversation

For each, write:

- the likely trigger event
- one opening question
- one reason SBL may or may not fit

08

Digital Enablement and AI:
Scaling SBL Execution

SBL growth is no longer constrained primarily by demand. Increasingly, it is constrained by workflow, visibility, and execution.

The real bottleneck

Most firms agree SBL is valuable. Many advisors are familiar with it. Clients have clear use cases.

So why does adoption still lag? Because in many practices:

- opportunities are not surfaced consistently
- advisor workflows do not prompt the discussion
- origination feels episodic
- monitoring is not integrated into daily practice
- the conversation still depends too much on memory and timing

That is an operational problem, not a market problem.

Survey data reinforces the point: 28% cite advisor familiarity gaps, 17% point to non-scalable origination processes, and 30% want better dashboard integration. In other words, the barrier is less about client demand than about surfacing, executing, and monitoring opportunities consistently.

From product to platform

SBL scales more effectively when it is embedded in the advisor workflow rather than treated as a standalone product. 75% of advisors believe that SBL should sit within a broader advisor lending platform.

That means integrating it into:

- CRM workflows
- portfolio reviews
- planning discussions
- concentrated position alerts
- tax planning conversations
- client portals
- specialist handoff processes

When SBL sits in a silo, adoption stays sporadic. When it is embedded in the advisory workflow, it becomes repeatable.

Where AI can help

AI should not replace advisor judgment. It should improve timing, consistency, and preparation.

Used well, AI can help:

- flag households with likely liquidity needs
- identify concentrated or appreciated positions
- highlight accounts with borrowing potential
- surface clients who recently sold assets for liquidity
- model portfolio stress scenarios before a line is established
- prioritize follow up when market movement changes risk conditions

That does not make the advisor less important. It makes the advisor more prepared.

Example: AI assisted opportunity spotting

Imagine your platform flags a client who:

- holds \$2.1M in taxable assets
- has significant unrealized gains
- recently transferred cash out for a tax payment
- has a concentrated position

That is not a loan application. It is a conversation cue.

The advisor can now ask:

“Last year you used portfolio sales to meet a liquidity need. Would it make sense to review alternatives before the next one arises?”

Digital experience matters

For SBL to scale well, the client experience must feel coordinated and low friction.

That includes:

- clear education
- fast internal handoffs
- transparent next steps
- easy document flow
- simple status visibility
- consistent messaging across advisor and lending teams

Clients should feel that their advisor is orchestrating the process, not sending them into another silo.

Practice exercise

List the top three workflow gaps in your current SBL process:

1. Opportunity identification
2. Conversation initiation
3. Application and handoff
4. Risk monitoring
5. Follow up and review

Then identify one change you could make in the next 30 days to improve each one.

09

Your 2026 SBL Growth Blueprint: Awareness Does Not Create Growth – Structure Does

The strongest practices do not treat SBL as a one off idea. They build repeatable habits around it

Step 1: Audit your book in the next 30 days

Review your book for:

- households with meaningful non retirement assets
- concentrated gain positions
- recurring tax liabilities
- business owners
- clients who recently sold securities for liquidity
- clients with large cash balances being held for optionality
- clients with higher cost outside debt

Create a working SBL candidate list. Do not wait for perfect data. Start with the best current view.

Step 2: Set an activity target

Commit to:

- five SBL conversations this quarter
- one likely implementation within 90 days
- one recurring review prompt in every client agenda

Momentum comes from visible action.

Step 3: Add one line to every review agenda

Add:

Liquidity and optionality discussion

That one line changes behavior. It creates permission for a broader conversation and trains the client to see liquidity as part of your advisory role.

Step 4: Structure conservatively

Whenever SBL is appropriate:

- size below the maximum
- preserve a cushion
- match the structure to the purpose
- identify backup liquidity
- revisit the structure regularly

Clients rarely regret prudence. They often regret aggressive borrowing.

Step 5: Track penetration and outcomes

Measure at least annually:

- percent of eligible households using SBL
- total commitments
- number of undrawn vs drawn lines
- utilization trends
- retention rates among SBL users
- assets retained through liquidity events

Visibility drives accountability.

The advisor advantage

Investment management is expected. Helping clients solve for liquidity without disrupting long term strategy is what increasingly differentiates advice.

Clients do not measure value only by returns.

They measure value by whether you help them make smart decisions when real life creates pressure.

That is where SBL can strengthen your role.

Closing thought

Securities Based Lending is not fundamentally about debt. It is about choice.

It gives clients another way to act:

- without unnecessary liquidation
- without automatic tax realization
- without disrupting long term strategy
- without assuming someone else will solve the problem better

When you deliver that thoughtfully and consistently, you move beyond portfolio management and become a more complete advisor.

Appendices

- Advisor quick start script
- SBL suitability snapshot
- Practice workshop exercises
- Manager / team leader discussion prompts

Advisor quick-start scripts

General introduction

“Many clients think their only liquidity options are selling assets or borrowing elsewhere. In some cases, there may be another path worth evaluating — one that could allow you to stay invested while accessing liquidity.”

Tax payment conversation

“Before we sell appreciated assets to cover this obligation, let’s compare that with other ways to create liquidity.”

Real estate conversation

“If speed matters in this purchase, we should review whether your portfolio can support a more flexible short term solution.”

Business owner conversation

“Your investment portfolio may be able to support this opportunity without requiring you to disrupt your longer term plan.”

Risk explanation

“Because the line is secured by the portfolio, market declines can affect borrowing capacity. That’s why we structure conservatively and discuss contingency options upfront.”

Next step transition

“If you’d like, we can run a preliminary review to see whether this is worth considering before making any decisions.”

SBL suitability snapshot

A client may be a stronger candidate if they have:

- diversified eligible taxable assets
- a clear and reasonable use of proceeds
- a desire to avoid selling
- comfort with market based collateral
- backup liquidity available
- a moderate borrowing need relative to overall balance sheet strength

A client may require caution or may not be suitable if they have:

- highly concentrated collateral
- no fallback liquidity
- weak understanding of risk
- a speculative use of funds
- pressure to maximize available borrowing
- low tolerance for volatility

Practice workshop exercises

Exercise 1: Identify opportunity

Review your top 20 households and mark:

- likely tax driven liquidity need
- likely real estate use case
- likely business owner use case
- likely debt restructuring use case

Then write one conversation opener for each.

Exercise 2: Explain SBL in 45 seconds

- Practice a plain language explanation that includes:
- what it is
- why a client might use it
- one key risk
- one prudent next step

Exercise 3: Stress test suitability

For a proposed SBL case, answer:

- What is the actual purpose?
- What is the repayment mindset?
- What happens if markets decline?
- What backup liquidity exists?
- Is the client asking for flexibility or maximum leverage?

Exercise 4: Build your 90-day plan

Write down:

- five clients to approach
- one specialist partner to involve
- one workflow improvement to make
- one metric to track monthly

Manager / team leader discussion prompts

Use these in branch meetings, training sessions, or advisor coaching:

- Where in our current review process should liquidity be discussed more consistently?
- Which client segments in our book are most underpenetrated for SBL?
- What objections are advisors most likely to hear?
- Where does the current workflow create the most friction?
- What would help advisors feel more confident: scripts, scenarios, product refreshers, specialist support, or CRM prompts?
- What is one measurable goal we want this team to hit in the next quarter?



Let's talk about accelerating your transformation

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