

THE AdvisorEDGE

KEEPING YOU A STEP AHEAD
WITH AN INTEGRATED
BANKING SERVICE.

SBLOC IN ACTION

Premier Line of Credit: A strong alternative to a home equity loan.

Home Equity Loans are a frequent go-to resource for clients looking to access cash. But should they be?

When a client has a need for liquidity, the first impulse may be to use their home as collateral and rate shop for a loan at local banks. As an advisor, you may be able to help save your client money and time - and reinforce the value you provide - by suggesting they establish a Premier Line of Credit, using their investment portfolio as collateral instead of their home.

THE SBLOC SOLUTION:

When looked at side by side, the advantages of Premier Line of Credit can, at times, be substantial:

NO FEES – Fees accompanying a Home Equity Loan can be considerable. There are no application, monthly, or annual maintenance fees associated with Premier Line of Credit.

SIMPLE APPLICATION AND UNDERWRITING PROCESS – Home Equity Loan applications can be burdensome and the underwriting process lengthy and complicated.

SPEED – Average processing time for Premier Line of Credit is 15 days; a Home Equity Loan may take twice as long.

Premier Line of Credit Fast Facts

- An interest-only revolving credit line backed by securities held in a client's investment portfolio.
- Provides access to funds while leaving investment strategies untouched.
- Competitive risk from bank investment services is reduced.
- May eliminate the potential tax consequences of liquidating assets.
- Available to individuals, trusts and entities (entity process/pricing may differ).
- No income verification required for a personal or trust Premier Line of Credit..
- Minimum line of credit of \$75,000; no minimum draw required.
- Convenient and fast access to liquidity through check or wire.



NO CREDIT AGENCY REPORTING – A Home Equity Loan may be reported monthly to credit bureaus. Premier Line of Credit does not impact monthly credit reporting.

AN EASY VALUATION PROCESS – Obtaining an appraisal to determine the amount a client can borrow can be cumbersome. The available drawing power of Premier Line of Credit is calculated based on the underlying assets in the pledged investment account.



Want to share this important information with your clients?

Click this image to access a client-ready edition of The AdvisorEdge for you to download or contact your Business Development team.

Contact your appointed Business Development team to learn more about how Premier Line of Credit can benefit both you and your client. Or, contact us at:

www.premierlocinfo.com

Premier Line of Credit
SECURED LENDING PROGRAM

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