

CASE STUDY

# Elevate Your High-Net-Worth Approach



## Challenge

This independent broker-dealer wanted their advisors to expand their reach by delivering more than insurance and investment products, focusing on higher net-worth clients, and changing the clients' perception of their traditional advisor relationship. The firm wished to reposition itself with a more complete, comprehensive planning approach, offering all aspects of Wealth Management.



## BNY Mellon | Pershing consultants

Pershing consultants collaborated with the client's leadership team on their high-net-worth strategy. Pershing's Advisor Practice Management hosted a series of webinars that highlighted the opportunities and characteristics of the HNW marketplace. One such webinar featured lending solutions for high-net-worth clients. BNY Mellon Private Banking partners introduced investment credit lines and jumbo mortgages. A discussion with an experienced financial advisor affiliated with this broker-dealer offered tips on positioning these solutions to clients and suggestions for incorporating this solution in their business.

## Client Results

OUTSTANDING LOAN VALUE  
OF INVESTMENT CREDIT LINES TO **over**  
**\$100 million**, REPRESENTING A  
**320% YOY increase**

CLIENTS HAD OUTSTANDING BALANCES OF  
**\$42.75 million**, REPRESENTING A  
**340% YOY increase**

**6 Jumbo Mortgages** CLOSED  
DURING THIS PERIOD, BRINGING THE TOTAL  
MORTGAGES TO **\$9.1 million**



The development of this program and its success demonstrates the strong partnership between Pershing and this client.

This case study is not intended to guarantee or represent that all firms will achieve the same or similar results.

©2023 Pershing LLC. All rights reserved. Pershing LLC, member FINRA, NYSE, SIPC, is a subsidiary of The Bank of New York Mellon Corporation (BNY Mellon). Pershing Advisor Solutions LLC, member FINRA, SIPC, and BNY Mellon, N.A., member FDIC, are affiliates of Pershing LLC. Affiliated investment advisory services, if offered, are provided by Lockwood Advisors, Inc., an investment adviser registered in the United States under the Investment Advisers Act of 1940. Technology services may be provided by Pershing X, Inc. For professional use only. Not intended for use by the general public. Trademark(s) belong to their respective owners. This material is for general information purposes only and is not intended to provide legal, tax, accounting, investment, financial or other professional advice on any matter. Pershing is not responsible for updating any information contained within this material and information contained herein is subject to change without notice.

[pershing.com](https://www.pershing.com)

One Pershing Plaza, Jersey City, NJ 07399

WRQ-1078\_PER\_CS\_HNW\_0423