

# PCL: Advisor Interview



## R. Larry Lawrence & Landon Lawrence

Partners

[Lawrence Wealth Management](#)

Provo, Utah

**Industry Experience:** Larry (25 years), Landon (6 years)

**Affiliated:** Osaic Wealth

**Business Model:** Team/Ensemble model with both individual clients and some shared service modeling

**Staff:** 4 FP's, 3 Client Service, 1 Insurance Coordinator

**Licensing & Registrations:**

- Principal/Supervisory – Series 51/54
- General Industry/Products – SIE, Series 7
- State Securities Law – Series 65, 63

**Osaic Partnerships:**

- Landon is being sponsored by Osaic to pursue his CPWA.
- Larry has sat on leadership councils and boards throughout his career.
- Larry and Landon attend ConnectED and NXT and have participated as panel and guest speakers at both conferences.

### About Lawrence Wealth Management:

Our reasons for becoming financial professionals are deeply personal. We repeatedly saw many friends and family struggling to find the help they needed to map out their financial future. We are confident that with our understanding of personal finance, coupled with our training as financial professionals, we can help people better prepare for the future. After years in the business, we have developed a reputation for educating individuals in an easy-to-understand manner so they can grasp personal finance and use those concepts to pursue their financial objectives. We feel a commitment to our community.

### Interview Narrative:

The greatest benefit of addressing client liquidity needs is being able to tell your clients “We can collateralize your savings without you losing out on any opportunities of the market,” and then deliver on that in an efficient, transparent way.

### Winning High-Net-Worth Clients with Competitive Financing

While the concept of lending applies to all types of clients, it can be a key component to securing high-net-worth clients. In Landon's case, this meant when he had the opportunity to review an existing loan at another institution, Osaic's Personal Credit Line was the solution he chose. Backed by Nationwide, Personal Credit Line was able to beat the original line of credits rate and Landon got a larger percentage



of the account financed, all through the transparent, digital experience of Personal Credit Line. In the end, he added a \$9 million household to his business and believes “most high-net-worth clients become wealthy because they know how to manage money. So for me, it’s just about how I can make their experience the most benefit to them – either save them time and make their money work for them.”

### **What Collateralizing Savings Means to Clients**

Education is always part of the process at Lawrence Wealth Management. “We believe in doing cash flow planning, and explaining the benefits and risks of liquid and illiquid assets is part of that conversation, we try our best to simplify the complexities of different investment solutions.”

### **A Real Estate Success Story: Client Case Study**

Landon’s client wanted to purchase a 3-door triplex and manage it to take in rental income. For this real estate client, Landon established a Personal Credit Line for the down payment on the purchase of the apartment. The client received a competitive rate for the fully liquid assets. As an added benefit, to anyone who knows what it’s like to have a rental unit, when the apartment wasn’t rented for a few months, the client could simply stop repayment of their Personal Credit Line with no additional fees – unlike a traditional mortgage or loan solution. The interest does continue to accrue, but the client has full flexibility to stop and start repayment of their Personal Credit Line, as they see fit. Landon says, “that’s unheard of in the loan and lending community.”

### **Hear from Your Peer: From the Desk of Larry Lawrence**

*On Personal Credit Line:* “Having a third party like Nationwide, which is a familiar name to clients, attached to Personal Credit Line helps us ensure clients understand it’s a lending solution that gives them more flexibility on repayment, more cushion on their credit, and a commitment to continuing to build their investment portfolio.”

*On Lending & Cash Flow Management:* “We’re always talking about cash flow planning with our clients, and we want them to know the lending we have access to through Personal Credit Line is integrating into our business. They don’t have to go to an outside bank or deal with underwriters. It’s all fully integrated into our planning process and available when they need it.”

### **Osaic’s Personal Credit Line Team Tip:**

On average, the account open to approval time is 3-5 business days with a minimum loan requirement of \$26,000. Email us at [personalcreditline@osaic.com](mailto:personalcreditline@osaic.com) or visit your firm’s portal and search “Personal Credit Line” to learn more and access the tool to try it out yourself!