



Providing More Comprehensive Service by Offering Lines of Credit

How Elk River provides a more complete value proposition by addressing both the assets and liabilities of client balance sheets.

Overview

Elk River Wealth Management is an independent investment management and financial planning firm with headquarters in Denver and offices in Phoenix and Omaha. The firm offers complete wealth management services to help individuals, families, and business owners enhance every aspect of their financial lives.

Realizing the importance of addressing both the assets and liabilities of clients' balance sheets, the leadership team at Elk River sought to provide clients with financing options, in addition to investment management and financial planning. The leaders turned to LibertyFi, who referred Elk River to the Advisor Credit Exchange (ACE), a technology-empowered network that matches borrowers with lenders based on borrower profiles and lender requirements. Through ACE, advisors can access all three major loan types for clients: Non-purpose securities backed, unsecured, and residential real estate.

ACE features a unique platform and a responsive support team, enabling advisors to quickly and easily generate automated, credit proposals for a seamless hand-off to lenders for a "white glove" approval and origination experience. After reviewing ACE, the team at Elk River felt they had found the financing solution they needed to satisfy their clients.



"With different financing options and a variety of lenders, the Advisor Credit Exchange helps us differentiate our firm and better serve our clients. Even if clients haven't thought about their future cash needs, our advisors can help them quickly and easily access a line of credit for anything from a bridge loan to a tax bill."

– Chris Freimuth, CFA, Chief Executive Officer & Chief Investment Officer, Elk River Wealth Management

Expanding the Offering to Include Both Sides of the Balance Sheet

By integrating liability management with asset management, ACE is helping advisors create new opportunities for clients to achieve their financial goals.

PROVIDING MORE HOLISTIC FINANCIAL INSIGHTS

Clients want to understand their entire financial situation—including both assets and liabilities. With ACE, Elk River now offers credit management in addition to investment management and financial planning.

ANTICIPATING FUTURE CREDIT NEEDS

Using ACE, advisors can satisfy clients' current and future needs for cash flow, home financing, business investment, tax obligations, and other big-ticket funding needs.

SIMPLIFYING ACCESS TO CREDIT FROM REPUTABLE LENDERS

After answering a few questions regarding client circumstances, preferences, and financial goals, advisors can generate loan alternatives in real time from lenders selected for product excellence and financing expertise.

MAINTAINING CLIENT PORTFOLIOS BY OFFERING ALL 3 MAJOR LOAN TYPES

To shield clients from having to liquidate portfolios, advisors can present them with pre-selected loan opportunities, including non-purpose securities-backed, unsecured, and residential real estate loans.

MANAGING CREDIT PROACTIVELY

Once clients have drawn on their line of credit, advisors can assist clients with setting up automatic payments to repay the line, thus, relieving clients from the ongoing payment responsibility.

SERVING MULTI-CUSTODIAL PRACTICES

Advisors are able to use the same lender relationships across different custodians, creating a consistent advisor and client experience.

“The ACE loan process is fast and easy. A credit application that used to take several weeks to process with our previous lenders, now with ACE, is ready for approval in a few days with less work needed by our advisors.”

– Juliet Hull, CFP®, Director of Relationship Management

Results

Using the Advisor Credit Exchange, advisors at Elk River have:

STRENGTHENED CLIENT RELATIONSHIPS

By satisfying clients’ need for credit management, advisors at Elk River have deepened their relationships with clients who are impressed with how quickly they have access to lines of credit from reputable lenders.

IMPROVED UNDERSTANDING OF CLIENTS’ FINANCES

With additional insight into their clients’ financial situations, advisors can create more accurate financial plans and offer solutions that better meet clients’ long-term objectives.

HELPED CLIENTS BUILD AND MAINTAIN THEIR NET WORTH AND MEET THEIR FINANCIAL GOALS

Advisors use ACE to help clients grow and preserve wealth by providing credit solutions tailored to clients’ circumstances, preferences, and financial goals.

“Our team feels well supported using ACE. The platform is intuitive and easy to use. We have two layers of support: the team at ACE and the lender teams, both of which are very helpful and responsive to our needs.”

– Juliet Hull, CFP®, Director of Relationship Management

With deep experience helping over 40 independent, growth-oriented RIAs evaluate their technology needs, the LibertyFi team is the industry leader in middle-office consulting services. [Learn more: www.libertyfi.com](http://www.libertyfi.com).

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