The video opens up to a blue screen with the text interagency legal:

YOU NEED Cash FOR SOMETHING BIG Now what?

INVESTMENT AND INSURANCE PRODUCTS ARE:
NOT FDIC INSURED
NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY,
JPMORGAN
CHASE BANK, N.A. OR ANY OF ITS AFFILIATES
SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE
PRINCIPAL AMOUNT INVESTED

**Stick figure animation of a male and female appears**

In your personal and professional life, unforeseen opportunities as well as large, planned expenses can cause significant needs for liquidity.

Like ...

**Stick figure animation of money, a home, tools, wedding jewelry, a computer and a globe appear**

Funding an education expense
Acquiring personal or commercial real estate
Renovating your home
Pay for a Wedding or special event
Expanding an existing business or even pursuing a personal passion.

Regardless of the situation that creates your need for liquidity, investors may consider:
Using available cash or selling existing assets.

There are times when these options make sense.

*A graphic of a traditional scale appears*
But regularly holding large cash balances can have high opportunity costs. Using cash for large liquidity needs may deplete your reserves below an optimal level or prevent you from taking advantage of market opportunities.

And selling assets may disrupt your long-term investment plan as well as paying taxes on capital gains or another potential tax event.

That’s why it may be worth considering *a different option for accessing liquidity* -- a securities-based line of credit.

First, let’s review what it is.

*A written definition appears*

A securities-based line of credit allows you to borrow money using the securities in your investment account as collateral.

*An animation of a large question mark graphic appears followed by numbers 1 through 5*

But why would *you* need a credit line? Particularly when you have assets available?

Actually, there are a number of circumstances when this choice may prove financially advantageous. While it can’t be used to purchase securities, a line of credit may give you more flexibility
to quickly respond to a wide range of needs or planned expenses.

An animation of the number 1 and a home appears followed by a graphic of the number 2 and a bar graph appears.

And accessing your equity — without needing to sell assets — can keep your investment and asset allocation strategy intact.

In addition, An animation of the number 3 followed by currency appears.

Not liquidating your investments may help you defer potential capital gains.

An animation of the number 4 followed by a trophy appears.

You may also want to weigh the current return on your assets against your borrowing costs to evaluate whether staying invested may be the right financial move.

An animation of the number 5 followed by a hand with a thumb pointing upwards appears.

Finally, a securities-based line of credit can be a cost-effective option to consider. Typically, there is no cost to establish the line, and you only pay interest on the funds used.

An animation of a large question mark appears.

So, is having a securities-based line of credit in place right for you?

An animation of 3 stick figures appear.

That’s what we’re here for.


We’re here to help you understand your options, so you can make an informed decision. Why not set up time to talk with your J.P. Morgan Private Client Advisor? We’ll discuss your individual situation and help you make the best decisions for your needs today, and in the future.
As with all investment decisions, it’s important to understand the risks of borrowing before moving forward. Events beyond your control, like market fluctuations that may reduce the value of your pledged securities, could lead to the possibility of a collateral shortfall. For more information contact your J.P. Morgan Private Client Advisor.

A blue screen appears with the following legal disclaimer text