THE CA$H CLUB

HOUSE RICH and CASH POOR

“”One of the expressions you sometimes hear about liquidity (or being liquid) is “house rich and cash poor.” This refers to people who own nice houses but have no extra money for furniture, a car or the other necessities of life.“ Treasurer Briner

TAKEAWAY

- Liquidity is about how easy and fast it is to turn something into cash
- Emergencies are not a matter of if, but when.
- Many retirees own valuable homes but still struggle with cash flow.
- Asset titling means how accounts and property are legally labeled.

ACTIVITY

- Game
- Guest speaker options
- Quiz questions
- Watch: Tips for Teens

DISCUSSION BOARDS

COMPETITION

TBD - OCTOBER 2026

FOR ADVISORS

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