



Creating a Passive Rent
stand out name
for your securities
lending program



Why names matter

When it comes to retail investors, every word matters. A great name can inspire trust, pique curiosity, and most importantly drive wide adoption. It's not just about what the service does but how clients feel about it.

Focus on the
"what" and "why,"
not the "how"

When naming your offering, emphasize its purpose and benefits, rather than technicalities. For example, a name that hints at generating passive income or enhancing portfolios is more engaging than one that focuses on operational details.

Tap into **client emotions**

Imagine your audience, how would they describe their goals or aspirations? Let those keywords inform your naming process.

What's already in the market?

Here are some examples of existing names used by financial institutions:

- Stock Yield Enhancement Program
- Securities Lending Program
- Yield Optimization Program
- Stock Lending Program

Some of these names focus on benefits like **income generation** and **yield optimization**, but there's room to innovate with simpler, sharper terms that resonate with retail investors.



Why not call it “Securities Lending”?

While “Securities Lending” and “Fully Paid Lending” are industry staples, these terms have roots in institutional finance and may not connect with retail investors.

- Institutional origins: Securities lending began as a back-office operation within large financial institutions.
- Retail disconnect: Most retail investors don't think of their investments as “securities” and often associate “lending” with traditional loans or debt—not growth opportunities.

Ideas to get you started

Combinations that highlight growth and potential:

- Portfolio Enhancement Program
- Portfolio Monetization Program
- Portfolio Growth Engine
- Wealth Boosting Program
- Portfolio Accelerator
- Passive Income Program



Inspire with words.

*Smart. Boost. Yield.
Optimize. Passive Growth.*

Play around with terms and craft a name that's both relatable and aspirational. Clear and memorable product names inspire confidence, reduce decision fatigue, and help your offering rise above the noise. In a world of "too many choices," clarity wins.

Extra
Yield Auto
Cash Rent Passive
Revenue
Money Income
Optimize Smart
Share Engine Stock

Don't forget



Regulatory Compliance:

Ensure your name complies with the relevant regulatory requirements. Your name must be clear, fair, not misleading (FCA) or clear & balanced (FINRA).



Trademark checks:

Ensure the name isn't already in use to avoid legal complications.



Team feedback:

Run your name ideas by your team to gauge impact and clarity.

A great name makes all the difference. Challenge yourself to move beyond traditional terms and create a name that reflects the client-centred nature of your offering.

Make it memorable. Make it matter.



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