

McCall, John J.; Lippman, Steven A.

Working Paper

An operational measure of liquidity

Diskussionsbeiträge - Serie A, No. 187

Provided in Cooperation with:

Department of Economics, University of Konstanz

Suggested Citation: McCall, John J.; Lippman, Steven A. (1984) : An operational measure of liquidity, Diskussionsbeiträge - Serie A, No. 187, Universität Konstanz, Fakultät für Wirtschaftswissenschaften und Statistik, Konstanz

This Version is available at:

<https://hdl.handle.net/10419/75135>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

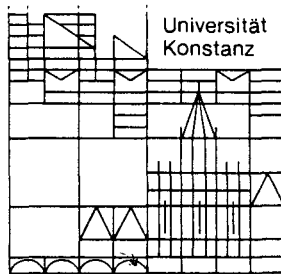
Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



**Fakultät für
Wirtschaftswissenschaften
und Statistik**

John J. McCall* and Steven A. Lippman

An operational measure of liquidity

* University of California, Los Angeles, und Gast-
professor, Universität Konstanz

Diskussionsbeiträge

Postfach 5560
D-7750 Konstanz

22. Okt. 1984 Weltwirtschaft
Kiel

Serie A — Nr. 187

August 1983

Revised September 1984

AN OPERATIONAL MEASURE OF LIQUIDITY

John J. McCall⁺ and Steven A. Lippman

Serie A - Nr. 187

August 1983

Revised September 1984

⁺ University of California, Los Angeles, und Gastprofessor,
Universität Konstanz

We acknowledge the helpful comments of Ronald Masulis,
R. P. Rumelt, E. Roy Weintraub, and Susan Woodward.

Serie A: Volkswirtschaftliche Beiträge
Serie B: Finanzwissenschaftliche Arbeitspapiere
Seire C: Betriebswirtschaftliche Beiträge

Abstract

Economists' view of liquidity is akin to Supreme Court Justice Stewart's View of hard-core pornography: "I shall not ... attempt further to define (it) But I know it when I see it".

Embedding the process of selling an asset in a search environment enables us to provide an exact definition of liquidity: an asset's liquidity is the expected time until it is sold while pursuing an optimal (in the sense of maximization of expected discounted net proceeds) policy. Our analysis reveals that this definition is compatible with most other notions of liquidity and, in particular, with those of Keynes', impatience, the discount associated with a quick sale, and predictability.

1. Introduction

What is liquidity? Boulding (1955, p. 310) says that "liquidity is a quality of assets which...is not a very clear or easily measurable concept."

According to Keynes (1936, p. 240),

There is, clearly, no absolute standard of "liquidity" but merely a scale of liquidity - a varying premium of which account has to be taken...in estimating the comparative attractions of holding different forms of wealth. The conception of what contributes to "liquidity" is a partly vague one, changing from time to time and depending on social practice and institutions.

Similarly, Makower and Marschak (1938, p. 284) observe that

"liquidity" has so often been used to cover all properties of money indiscriminately that it seems better not to use it for any of the separate properties of money....We thus resign ourselves to giving up "liquidity" as a measurable concept: it is, like the price level, a bundle of measurable properties.

However, they also note that the term liquidity suggests "the fact that money is easily transformable (on the market) into other assets and is thus an effective instrument for manoeuvring." Closely related is the notion of liquidity due to Hirshleifer (1968, p. 1) who said that liquidity is "an asset's capability over time¹ of being realized in the form of funds available for immediate consumption or reinvestment -- proximately in the form of money." The notion of liquidity presented here most nearly resembles Hirshleifer's.

The purpose of this paper is to present a precise definition of liquidity in terms of its most important characteristic -- the time until an asset is exchanged for money. We then show that this definition is compatible with several other useful notions of liquidity.

¹His reference to the time dimension is particularly relevant in regard to a premature sale (see Section 3.3).

Whereas academic economists do not possess a definition of liquidity as a measurable concept (though they do mention an assortment of its attributes), other workers in the area casually respond that liquidity is the length of time it takes to sell an asset (i.e., convert into cash); thus cash is considered the most liquid asset while stocks listed on the NYSE are viewed as more liquid than collectibles, precious metals, jewels, real estate, and capital goods. The problem with this view of liquidity is the lack of precision and casual reference to THE length of time it takes to convert the asset into cash.

This length of time is a function of a number of factors including the frequency of offers (i.e., difficulty in locating a buyer), impediments to the transfer of legal title (viz., the time it takes to verify legal ownership as in a title or patent search and the right to dispose of the asset as in a leasehold interest, dealership, or letter stock), the costs associated with holding the asset, and, most importantly, the price at which you (the owner) are willing to sell. If your minimal price is too dear, then it might never be sold. On the other hand, if the price is exceedingly low (and legal niceties such as proof of ownership are readily established), then the asset might be sold in a very short period of time.

Any thoughtful response to clarify the meaning of liquidity must incorporate the idea that the price demanded be "reasonable". The approach suggested here incorporates this idea as it consists in embedding the sale of the asset in a search environment, discerning a sales policy which maximizes the expected discounted value of the net proceeds associated with the sale, and defining the asset's liquidity to be the expected time until the asset is sold when following

the optimal policy.²

Clearly the concepts of liquidity and money are intimately connected. As defined here an asset's liquidity is the optimal expected time to transform the asset into money. A distinguishing characteristic of money is its role as a medium of exchange.³ From this perspective, money is desirable because of the ease with which it can be exchanged for other commodities. If we rank commodities by their liquidity, our definition is equivalent to money being the most liquid asset. An exchange of commodity i for commodity j is accomplished most swiftly by first trading i for money and then trading money for j .⁴ The expected time to go from i to money corresponds to our measure of i 's liquidity. The expected time to go from i to j measures the liquidity of the (i,j) transaction. The crucial point is that in going from commodity i to money the individual follows an optimal selling policy and in going from money to j the individual pursues an optimal buying policy. The approach taken here is novel in that rational behavior under uncertainty, as exhibited by adherence to optimal stopping rules, is the

²Hirshleifer was the first author to explicitly note the importance of uncertainty and search in determining an asset's liquidity. He forcefully observed (1968, pp. 1-2), "It is immediately evident that uncertainty is of the essence here." and "limitations of information may prevent buyers and sellers from finding one another, at least without incurring the costs and uncertainties of a search process."

³See Boulding (1955, pp. 310-311) for a lucid discussion of liquidity and the role of money. A deep and influential analysis of the role of money in economic theory is contained in the work of Clower. For example, see Clower (1977).

⁴Alchian (1978) suggests that the transactions costs in trading i for j will be minimized via trading i for money and money for j with the first trade being effected by a specialist in commodity i and the second trade by a specialist in commodity j . An expanded discussion of this point that includes the importance of search and information is presented in Brunner and Meltzer (1971).

defining characteristic of liquidity. This perspective illuminates both the demand for money⁵ and portfolio analysis.⁶

⁵Friedman's demand for money function contains a variable u that represents uncertainty, among other things. However, uncertainty is a minor actor in his theory of money. Instead of being the tail, Friedman's u variable is now the dog (see Friedman (1957, p. 9)).

⁶Most portfolio analyses (e.g., Tobin (1958)) assume that the appropriate measure of risk is that associated with immediate sale of the assets held in the portfolio. But immediate sale may not be optimal.

2. The Setting

Search is the fundamental feature of the arena in which the sale of the asset is to take place; the setting is very much akin to the standard job search or house selling model. The search environment is characterized by four objects: c_1, T_1, X_1 , and β . First, there are the costs of owning/operating the asset as well as the cost of attempting to sell the asset. In the discrete time framework the net operating and search cost for period i is denoted c_i .

Second, one offer arrives at each time in the set $\{S_i: i = 1, 2, \dots\}$ of arrival times. The random arrival times S_i satisfy

$$S_i = \sum_{j=1}^i T_j,$$

where the integer-valued random variables $T_i > 0$ need not be either independent or identically distributed.

The i^{th} price offered is a nonnegative random variable X_i . In the standard search paradigm (see Section 3.0) the X_i are independent, identically distributed, and independent of $\{T_i\}$. None of these three assumptions is invoked here. As evidenced in equation (1) below, our formulation can be structured so that either it does not permit the seller to accept any offer other than the one most recently tendered so recall of past offers is not allowed or it does permit the seller to accept any of the tendered offers so recall is allowed.

Finally, all expenditures and receipts are discounted⁷ at the rate β so that the present value of a dollar received in period t is β^t . The seller seeks to maximize the expected discounted value of his net receipts. More formally, the discounted net receipts $R(\tau)$ associated with a stopping time τ is given by

$$(1a) \quad R(\tau) = \beta^\tau Y_{N(\tau)} - \sum_{i=1}^{\tau} \beta^i c_i$$

$$(1b) \quad Y_i = \begin{cases} X_1 & \text{if no recall} \\ \max(X_1, \dots, X_i) & \text{if recall allowed,} \end{cases}$$

where $N(\tau) = \max \{n: S_n < \tau\}$ is the random number of offers that the seller observes when employing the decision rule τ and the random variable $Y_{N(\tau)}$ is the size of the accepted offer. Consequently, the seller chooses a stopping rule τ^* in the set T of all stopping rules (we do not require $P(\tau < \infty) = 1$) such that⁸

$$(2) \quad ER(\tau^*) = \max \{ER(\tau): \tau \in T\}.$$

The manifest value of the asset is $V^* \equiv ER(\tau^*)$, and the length of time it takes to realize the asset's value and to convert the asset into cash is the random variable τ^* . (In making this statement we are implicitly assuming that there is no lag between the time an acceptable offer is made and the time that the seller is paid.) We propose to use $E\tau^*$ as the measure of an

⁷If the time to sale is relatively short, then the discounting will have little impact -- though an individual with special short-run opportunities or critical consumption needs could have a high time value of money.

⁸We unabashedly assume the existence of an optimal rule. The assumptions of the standard search paradigm (see discussion in Section 3.0) ensure the existence of an optimal rule.

asset's liquidity with an increase in $E\tau^*$ corresponding to a decrease in liquidity.

The key point is that for any given asset (with its concomitant cost function c_1 , arrival times $\{S_1\}$, and offers $\{X_1\}$) there is an optimal policy τ^* which determines the value $ER(\tau^*)$ of the asset. The asset's liquidity is determined by τ^* .⁹

⁹Simplicity led us to elect the mean of τ^* as our measure of liquidity. Another increasing function of the distribution of τ^* could have been selected. In particular, the comparative statics results found in Sections 3.1 through 3.4 remain unchanged by any such selection. This invariance is due to the first-order stochastic dominance of the time τ^* until the sale of the asset induced by the increase in the reservation price ξ . But any analysis in the vein of Theorem 3 would thereby be rendered much more complicated.

3. Compatibility With Other Notions of Liquidity

Our measure of liquidity is not only internally consistent but also compatible with a good deal of what economists have said. In regard to its consistency we note that $E\tau^* = 0$ for money so that money is perfectly liquid: it is the most liquid asset.

Second, an illiquid asset is one that can't be sold or rather one with $E\tau^* = \infty$. This can occur when there are informational asymmetries or structural constraints which induce the potential buyers to undervalue the asset; that is, its worth to the current owner exceeds its assessed or actual worth to any potential buyer. Informational asymmetries arise in the context of a business in which there are many cash transactions and the company's books are not a reliable guide to revenues. Structural constraints such as tax considerations in which only some assets "may be burdened by transaction duties" (Hirshleifer (1972, p. 137)) provide another example of impaired marketability which can render an asset totally illiquid.¹⁰

To analyze how this might come about, suppose that c_i , the net search and operating cost per period, is $c < 0$ for all i . In addition suppose that no buyer is willing to offer more than $-c\beta/(1-\beta)$. The policy τ^* of never accepting an offer at or below $-c\beta/(1-\beta)$ yields the owner an expected discounted value of $-c \sum_{i=1}^{\infty} \beta^i = -c\beta/(1-\beta)$ so τ^* is indeed optimal. Moreover, $\tau^* \equiv \infty$ so $E\tau^* = \infty$, and the asset is illiquid.

The "standard" search paradigm is utilized extensively in the ensuing analysis. It entails

¹⁰A structural characteristic leading to this situation arises when the asset is a business and the current owner's managerial talents in running this business substantially exceed his talents (and implicit wages) in any other employment.

- (i) a constant search cost so $c_1 \equiv c$,
- (ii) one offer tendered each and every period so $T_1 \equiv 1$,
- (iii) independent offers X_1 drawn from the same known probability distribution F ,

and

- (iv) recall of past offers.

With these assumptions the existence of an optimal rule τ^* is guaranteed, and τ^* has the following representation: $\tau^* = \min \{n: X_n > \xi\}$, where ξ is referred to as the reservation price. Thus, the seller accepts the first offer greater than or equal to his reservation price ξ ; consequently, τ^* is a geometric random variable with parameter $P(X_1 > \xi)$, the probability that a given offer is successful in effecting the asset's sale. Furthermore, it is clear upon reflection and easy to demonstrate that $\xi = V^*$. (See Lippman and McCall (1976) for a full discussion of the standard search model and its variants.)

3.1 Compatibility with Keynes

According to Keynes (1930, p. 59) one asset is more liquid than another if it is "more certainly realisable at short notice without loss." In the context of the standard search paradigm, Keynes' definition is equivalent to ours if we interpret "at short notice," "more certainly realisable," and "without loss" to mean "in one period," "has a higher probability p of being sold in one period," and "in accord with the optimal policy." To see this, recall that the asset is sold if and only if the offer price is ξ or larger and merely observe that $p = P(X_1 > \xi)$ is related to $E\tau^*$ via $E\tau^* = 1/p$ so that liquidity increases with p .

3.2 Liquidity and Impatience

Continuing with the standard search paradigm, recall that the reservation price ξ_β is a function of the discount factor β and that ξ_β is a strictly increasing function of β (see Lippman and McCall (1976, p. 164)). Consequently, an increase in β leads to an increase in $E\tau^*$ as $E\tau^* = 1/P(X_1 > \xi_\beta)$ with ξ_β strictly increasing in β . That is, an increase in the market interest rate or in the asset holder's time preference (a lower value of β) leads to an increase in the asset's liquidity. This demonstrates two facts. First, an asset's liquidity is as much a property of the asset holder as it is an intrinsic property of the asset itself. Second, because more impatience (as might arise from increased consumption needs that only can be satisfied via the expenditure of wealth in the form of money) leads to a more liquid asset, impatience and liquidity preference are commensurate in that they vary directly. As expected, an increase in liquidity preference leads to an increase in liquidity itself.

3.3 Liquidity and Thickness of the Market

When there are many transactions per day of a homogeneous asset such as wheat or long term treasury bonds, the market for the asset is thick. On the other hand, the more idiosyncratic the asset, as is the case if it is one-of-a-kind (a work of art or a castle) or has a limited set of uses (a germ free, refrigerated warehouse or a special purpose lathe), the thinner the market becomes. The number of transactions in a market is a function of several factors, including the frequency of offers received by any particular asset. Accordingly, the thickness of the market for an asset is said to increase with the frequency of offers. Theorem 1 below establishes the direct connection between our measure of liquidity and the thickness of the market.

Theorem 1. A decrease in the time between offers causes the expected time of sale to decrease.

Proof. As per equation (13) of Lippman and McCall (1976), the asset's reservation price satisfies

$$(3) \quad c = H(\xi) - \xi(1-\beta)/\beta,$$

where $H(x) = \int_x^{\infty} (y-x) dF(y)$. A decrease in the time between offers causes the discount factor β to increase. Differentiating the first-order condition (3) with respect to β yields

$$(4) \quad \xi' = -\xi/\beta^2 [1-F(\xi) + (1-\beta)/\beta] < 0.$$

Hence, an increase in β causes ξ , and in turn $E\tau^*$, to decrease.

Of course, $E\tau^*$ is the expected number of offers received until the asset is sold. Because the time of sale is the product of the time between offers and the number of offers received until the asset is sold, the expected time of sale strictly decreases as the time between offers decreases.

Q.E.D.

3.4 Liquidity and Predictability

In Marschak's (1938, p. 323) view the word liquidity "denotes a bundle of two measurable properties and is therefore itself not measurable." The two properties he refers to are "plasticity", i.e., the ease "of manoeuvring into and out of various yields after the asset has been acquired," and "the low variability of its price." A version of this view of liquidity might provide the following definition: an asset is liquid if it can be sold quickly at a predictable price. By this definition, liquidity is a two-dimensional attribute.

Consider a commodity such as wheat and long term treasury bonds. The market for both assets is nearly perfect in that the attempt to sell even as much as one million dollars worth of these assets will have only a minute effect upon "the market price". Moreover, there is a ready (and highly organized) market for both assets with a multitude of transactions taking place each weekday. The transaction can be effected in a matter of minutes. Consequently, it is indisputable that these assets can be sold quickly. On this dimension they would be seen to be near-money.¹¹

Recently, however, interest rates have been highly volatile; fluctuations of as much as 9% in a single day (recall Federal Reserve Chairman Volcker's announcement of October 6, 1979) have occurred. And the wheat market has a long history of volatility. Thus, neither of these assets rates high on the dimension of "predictable price."

Predictability, we maintain, is an expression of concern with adverse events or downside-risk, i.e., safety. As such it ignores and fails to account for the occurrence of favorable events or upside-risk. Our measure of liquidity implicitly utilizes both the adverse and the favorable events by requiring that the asset be sold at its "fair market price" where the price is derived from the seller's optimization (see equations (1) and (2)).

To see the relation between predictability and our measure of liquidity, let $W_1 = X_1 - \mu$ so $EW_1 = 0$ and parameterize predictability by the following representation of the offers:

¹¹One might say that such an asset is perfectly marketable. Not only is the owner capable of effecting a quick sale, there is nothing to be gained (on average) from waiting for a better price; that is, a quick sale can be effected at the market price. This raises the question of whether the concept we have provided measures liquidity or marketability. In our view this question is largely semantic.

$$X_i = \mu + \varepsilon W_i.$$

Naturally, a decrease in ε is interpreted as an increase in predictability. An increase in ε is a mean-preserving increase in risk of the sort that might properly be labelled a dilation. We shall limit our investigation to dilations because other mean-preserving increases in risk are less regular in that the concomitant change in liquidity they induce can be either an increase or a decrease.

The seller's problem is to choose a stopping rule τ_ε in the set T of all stopping rules to maximize

$$\begin{aligned} E[\beta^\tau(\mu + \varepsilon W_\tau) - c(\beta + \dots + \beta^\tau)] &= -\frac{c\beta}{1-\beta} + E\beta^\tau[\mu + \frac{c\beta}{1-\beta} + \varepsilon W_\tau] \\ &= -\frac{c\beta}{1-\beta} + \varepsilon E\beta^\tau[(\mu + \frac{c\beta}{1-\beta}) / \varepsilon + W_\tau]. \end{aligned}$$

Equivalently, the seller seeks to maximize

$$(5) \quad E\beta^\tau(\mu_\varepsilon + W_\tau),$$

where $\mu_\varepsilon = (\mu + \frac{c\beta}{1-\beta})/\varepsilon$. When there is total predictability, that is, when $\varepsilon = 0$, $\tau_\varepsilon \equiv 1$ if $\mu > -c\beta/(1-\beta)$; otherwise, $\tau_\varepsilon = \infty$. In view of this fact we shall assume that $\mu > -c\beta/(1-\beta)$ so that $\mu_\varepsilon > 0$ and μ_ε decreases as ε increases.

It is our intention to show that an increase in the mean μ_ε induces an earlier sale, and, concomitantly, an increase in liquidity.

The stopping problem expressed in (5) is the discounted version of the standard job search problem with a search cost of zero. When $EX_1 = \mu$, the solution is a reservation price ξ_μ such that the seller accepts the offer if and only if it equals or exceeds ξ_μ . As demonstrated in Lippman and McCall (1976, p. 164), ξ_μ is the unique solution to

$$(6) \quad 0 = H_\mu(x) - r x,$$

where $\beta = 1/(1+r)$ and $H_\mu(x) = H(x - \mu)$.¹²

The decreasing nature of H -- recall $H'(x) = -(1-F(x))$ -- yields the following two facts.

Lemma 1. If $\delta^+ > \delta$, then $\xi_{\delta^+} > \xi_\delta$.

Proof. From the definition of H_δ we have

$$\begin{aligned} H_{\delta^+}(\xi_\delta) - r\xi_\delta &= H(\xi_\delta - \delta^+) - r\xi_\delta = H(\xi_\delta - \delta) - r\xi_\delta + H(\xi_\delta - \delta^+) - H(\xi_\delta - \delta) \\ &= H(\xi_\delta - \delta^+) - H(\xi_\delta - \delta) > 0. \end{aligned}$$

Q.E.D.

Lemma 2. If $\delta^+ > \delta$, then $\xi_{\delta^+} - \xi_\delta < \delta^+ - \delta$.

Proof. By the definition of H_δ ,

$$\begin{aligned} H_{\delta^+}(\xi_\delta + \delta^+ - \delta) - r(\xi_\delta + \delta^+ - \delta) &= H(\xi_\delta - \delta) - r\xi_\delta - r(\delta^+ - \delta) \\ &= -r(\delta^+ - \delta) < 0 \end{aligned}$$

so $\xi_\delta + \delta^+ - \delta > \xi_{\delta^+}$.

Q.E.D.

¹²If $P(W_1 < y) = F(y)$ and $F_\mu(y) = P(W_1 + \mu < y) = F(y - \mu)$, then

$$\begin{aligned} H_\mu(x) &= \int_x^\infty (y-x) dF_\mu(y) = \int_x^\infty (y-x) dF(y - \mu) \\ &= \int_{x-\mu}^\infty (z-(x-\mu)) dF(z) = H(x - \mu). \end{aligned}$$

Theorem 2. The asset's liquidity is an increasing function of its predictability. That is, $E\tau_\epsilon$ is an increasing function of ϵ .¹³

Proof. Fix $\epsilon^+ > \epsilon$ so that $\delta^+ \equiv \mu_{\epsilon^+} < \mu_\epsilon \equiv \delta$. Applying Lemma 2 (with the roles of δ^+ and δ reversed there) we obtain

$$p^+ \equiv P(W_1 + \delta^+ > \xi_{\delta^+}) = P(W_1 > \xi_{\delta^+} - \delta^+) < P(W_1 > \xi_\delta - \delta) \equiv p$$

so that

$$E\tau_{\epsilon^+} = 1/p^+ > 1/p = E\tau_\epsilon.$$

Q.E.D.

As the connection between the predictability of the asset's price and the thickness of the asset's market, though presumably direct, is tenuous, we dispense with further comment on this connection.

3.5 Liquidity and the Discount Attending Premature Sale

For some liquidity corresponds to the following idea of discount.^{14,15}

Suppose an asset has a value v , but the likely price at which it can be sold

¹³The reverse result holds if we assume $\mu < -c\beta/(1-\beta)$.

¹⁴Hirshleifer (1972, p. 137) asserts that "Illiquid assets...are those characterized by a relatively large discount for 'premature' realization."

¹⁵McKean (1949, p. 68) uses liquidity "to mean merely 'moneyness'." and asserts that "Usually, an asset's liquidity is described to include the probabilities of getting various fractions of the going price plus the time period necessary to liquidate the asset." These "fractions" correspond to our idea of discount. Like Marschak, McKean believes that an operational definition of liquidity is not possible:

Since these components cannot be measured, there is little to be gained by breaking the notion down. Perhaps it is sufficient to say that the more nearly we regard an asset as substitutable for money, or the more it partakes of the same attractions possessed by money-holdings, the more liquidity the asset has. (p. 69)

in a "quick sale" is only $(1 - d/100) v$. Then the discount d associated with the quick sale measures the asset's liquidity — the higher the value of d the less liquid the asset.

We can incorporate this idea in our search setting. To do so, interpret a quick sale as a constraint that the conversion to cash takes place within a fixed (and perhaps short) amount of time t .¹⁶ Then only policies in the set $T_t = \{\tau \in T: \tau < t\}$ are permitted. Hence, the seller seeks a stopping rule τ_t in the set T_t such that

$$(7) \quad V_t \equiv ER(\tau_t) = \max \{ER(\tau): \tau \in T_t\}.$$

The corresponding discount is $100(1 - V_t/V^*)$ which we label $d(t)$.

Makower and Marschak describe their concept of "saleability" (p. 280) "as the relationship between the selling price and the time which the seller must wait in order to get it." Continuing in this vein, they state that "the influence of time on the selling price is due to the seller's finding more buyers." With these ideas, their deterministic "price-time schedule" is very much akin to the function V_t and the waiting for offers in the search environment is not very different from their idea of waiting in order to find more buyers.

This formalization of liquidity is not necessarily the same as the one proposed earlier, for it can easily happen that the discount $d_1(t)$ for asset #1 is less than the discount $d_2(t)$ for asset #2 yet $Et_1^* > Et_2^*$. More generally, $d_1(t) - d_2(t)$ can change sign as t increases.

¹⁶Alternatively, suppose that the optimal stopping rule is preempted by an event requiring immediate disposal of the asset. This event can be interpreted as either a once-in-a-lifetime investment opportunity or a catastrophe. The time at which preemption occurs is a random variable and can be included in the formulation of the stopping rule problem.

While we readily acknowledge that there are instances in which our proposed measure $E\tau^*$ of liquidity is not commensurate with the notion of liquidity embedded in the discount $100(1-V_c/V^*)$, we expect that these two measures will agree frequently. In fact, just as an increase in the cost c of search leads to an increase in liquidity as measured by the expected time to sale, we demonstrate in Theorem 1 that an increase in c also causes the discount $100(1-V_n/V^*)$ to decrease for all horizon lengths n . Even though these two measures are not mathematically equivalent, this result suggests they are compatible in a practical sense.

Theorem 3. In the context of the standard search paradigm with recall, an increase in the cost of search causes both $E\tau^*$ and $(1-V_n/V^*)$ to decrease, $n = 1, 2, \dots$, where V_n , defined in (7), is the value of the asset when it must be sold within n periods.

Proof. Differentiating the first-order condition (3) with respect to c yields

$$(8) \quad \xi' = -\beta/[1-\beta F(\xi)] < 0.$$

Hence, an increase in c causes ξ , and in turn $E\tau^* = 1/P(X_1 > \xi)$, to decrease.

It is clear upon reflection that ξ represents not only the asset's reservation price but also its value; that is, $\xi = V^*$. Consequently, in order to demonstrate that the discount decreases with c it suffices to show

$$(9) \quad \frac{d}{dc} [V_n/\xi] > 0, \quad n = 1, 2, \dots$$

To begin the analysis it behooves us to notice that

$$(10a) \quad V_1 = \beta(\mu - c)$$

and

$$(10b) \quad V_{n+1} = -\beta c + \beta F(\xi) V_n + \beta \int_{\xi}^{\infty} x dF(x), \quad n > 1$$

where $\mu = EX_1$ and we have used the fact (see Lippman and McCall (1976, p. 170)) that the reservation price when n periods remain is ξ , $n = 1, 2, \dots$. [This fact provides an enormous simplification in the analysis vis-a-vis the case of no recall.] From (8) and (10a) we obtain

$$(11) \quad \frac{d}{dc} [V_1/\xi] = \left\{ -\xi + \frac{\beta(\mu-c)}{1-\beta F(\xi)} \right\} \beta/\xi^2,$$

whereas manipulation of (3) produces

$$(12) \quad \mu - c = \frac{\xi}{\beta} - \int_0^{\xi} (\xi - x) dF(x).$$

Inserting (12) into (11) generates

$$(13) \quad \xi^2 (1-\beta F(\xi)) \frac{d}{dc} [V_1/\xi] = \beta^2 \int_0^{\xi} x dF(x).$$

The nonnegativity of $d[V_1/\xi]/dc$ is palpable from its representation in (13).

To simplify the rather complex expressions in $d[V_n/\xi]/dc$, we shall write F and f in place of $F(\xi)$ and $f(\xi)$ and $D \equiv \xi F(\xi) - \int_0^{\xi} x dF(x)$.

From (10) and (12) we have

$$(14) \quad \begin{aligned} (V_2 - V_1)/\beta &= \beta F(\mu-c) - \mu + \int_{\xi}^{\infty} x dF(x) \\ &= \beta F \left[\frac{\xi}{\beta} - \int_0^{\xi} (\xi-x) dF(x) \right] - \int_0^{\xi} x dF(x) \\ &= (1-\beta F)D, \end{aligned}$$

whereas iterating the first differences obtained via (10) leads to

$$(15) \quad V_{n+1} - V_n = \beta F(V_n - V_{n-1}) = \dots = (\beta F)^{n-1} (V_2 - V_1), \quad n > 1.$$

From (14) we easily realize

$$(16) \quad \frac{d}{dc} (V_2 - V_1) = \beta F(1 - \beta F) + \beta D - \beta^2 D f \xi'.$$

Employing (8), (14), and (16) in conjunction with (15) yields

$$(17) \quad \xi^2 \frac{d}{dc} [(V_{n+1} - V_n)/\xi] = (\beta F)^{n-1} \{ \xi \beta F(1 - \beta F) + \xi \beta D + \beta^2 D \} \\ + \beta^2 D \xi (\beta F)^{-1} f \xi' \{ (\beta F)^{n-1} [n(1 - \beta F) - 1] \}, \quad n = 1, 2, \dots$$

As differentiation is a linear operator and $V_{n+1} = \sum_{i=1}^n (V_{i+1} - V_i) + V_1$, equations (16) and (17) enable us to conclude that $[\gamma \equiv \beta F]$

$$(18) \quad \xi^2 (1 - \beta F) \frac{d}{dc} [V_{n+1}/\xi] = (1 - \gamma^n) [\xi \beta F(1 - \beta F) + \xi \beta D + \beta^2 D] \\ + \beta^2 \int_0^{\xi} x dF(x) - \beta^3 D \xi (\beta F)^{-1} f \{ (1 - \gamma) \sum_{i=1}^n i \gamma^{i-1} - \sum_{i=1}^n \gamma^{i-1} \}.$$

Because the term in braces equals $-n\gamma^n < 0$ and $D > 0$, all of the terms on the right-hand-side of (17) are nonnegative. Q.E.D.

The value of Theorem 3 resides in its demonstration of the compatibility of the two measures rather than in the conclusion that an increase in the cost of search leads to an increase in liquidity. In fact, this conclusion is somewhat counter intuitive. We offer two distinct arguments to diminish the disturbing aspects of this counter intuitive result.

First, there need be no connection between costly offers and infrequent offers. For instance, if the asset earns a large net rent and there is an out-of-pocket expense associated with obtaining an offer, then an increase in the frequency of offers could change the sign of the search cost from negative to positive.

Second, when properly viewed, this result raises nary an eyebrow in a labor market context. Theorem 3 asserts that the expected duration of

unemployment is shorter for workers with high search costs: their reservation wage is lower; hence they more readily accept offers of employment. If worker B has a higher search cost than A, his (expected) period of unemployment is shorter. If A can signal his desirability more easily than B, then we anticipate that A will have a lower search cost and, therefore, a longer duration of unemployment. In the same vein, suppose C has the same search cost as A but C is a less able worker. In particular, suppose each offer received by C is δ less than the corresponding offer received by A. As shown in Theorem 4, the expected duration of unemployment is shorter for A. Clearly, a long period of unemployment is not synonymous with an inferior employee: workers with long periods of unemployment may be the ones with poor job prospects (as per Theorem 4) or impaired ability to signal their worth (as per Theorem 3). Similarly, unless all other aspects are identical, the less liquid asset need not be inferior.

Theorem 4. Let ξ and ξ_δ denote the reservation wage in the standard search paradigm when the offer distributions F and F_δ satisfy $F_\delta(t) = P(X+\delta < t) = P(X < t-\delta) = F(t-\delta)$ with $\delta > 0$; thus, each offer in the second problem is δ larger than each corresponding offer in the original problem. If $\beta < 1$, then $\xi_\delta < \xi + \delta$ and τ^* is (stochastically) larger than τ_δ^* . If $\beta = 1$, then $\xi_\delta = \xi + \delta$ and τ^* has the same distribution as τ_δ^* .

Proof. Footnote 12 reveals that $H_\delta(t) = H(t-\delta)$. Suppose $\beta < 1$ and $\xi_\delta > \xi + \delta$. Substituting into the first-order condition (3) yields

$$H(\xi) - \frac{1-\beta}{\beta} \xi = c = H(\xi_\delta - \delta) - \frac{1-\beta}{\beta} \xi_\delta$$

$$< H(\xi) - \frac{1-\beta}{\beta} \xi,$$

as $H(\cdot)$ is a decreasing function and $\xi_\delta > \xi + \delta > \xi$ by assumption. This contradiction reveals that $\xi_\delta < \xi + \delta$. Consequently, $P(X_\delta > \xi_\delta) = P(X + \delta > \xi_\delta) = P(X > \xi_\delta - \delta) > P(X > \xi)$ so that τ^* is stochastically larger than τ_δ^* . Q.E.D.

REFERENCES

- Alchian, A.A., "Why Money?" Journal of Money, Credit, and Banking, 9 (1977), 133-140.
- Boulding, K.E., Economic Analysis, 3rd ed. (New York: Harper and Brothers, 1955).
- Brunner, K. and A.D. Meltzer, "The Uses of Money: Money in the Theory of an Exchange Economy," American Economic Review, 61 (1971), 784-805.
- Clower, R.W., "The Anatomy of Monetary Theory," American Economic Review, 67 (1977), 206-212.
- Friedman, M., "The Quantity Theory of Money - A Restatement," M. Friedman (ed.) Studies in the Quantity Theory of Money, (Chicago: University of Chicago Press, 1957).
- Hirshleifer, J., "Liquidity, Uncertainty, and the Accumulation of Assets," CORE Discussion Paper No. 6810, June 1968.
- _____, "Liquidity, Uncertainty, and the Accumulation of Information," C.F. Carter and J.L. Ford (eds.), Essays in Honor of G.L.S. Shackle, (Oxford: Basil Blackwell, 1972).
- Keynes, J.M., A Treatise on Money vol. 2 (London: 1930).
- _____, The General Theory of Employment, Interest and Money, (New York: Harcourt, Brace and Company, 1936).
- Lippman, S.A., and J.J. McCall, "The Economics of Job Search: A Survey," Economic Inquiry, 14 (1976), 155-189 and 347-368.
- Makower, H., and J. Marschak, "Assets, Prices and Monetary Theory," Economica, N.S.5 (1938), 261-287.
- Marschak, J., "Money and the Theory of Assets," Econometrica, 6 (1938), 311-325.
- McKean, R.N., "Liquidity and a National Balance Sheet," Journal of Political Economy, 57 (1949), 506-522.
- Tobin, J., "Liquidity Preference as Behavior Toward Risk," Review of Economic Studies, 25 (1958), 65-86.