



Delivering the NRMLA Message

Submitted by Rasky Baerlein Strategic Communications to the National Reverse Mortgage Lenders Association

2010 NRMLA Conference & Expo, New Orleans, LA



Message Development

- Review research including polling and focus groups to best determine appropriate language that is memorable, salient and credible.
 - Extract information from research relevant to retirement security and reverse mortgages.

- Establish consensus about the central messages and sub-messages among all spokespeople.
 - Develop a series of sound bites to provide lively, easily understandable statements that incorporate key data and message themes.

- Audit materials to ensure consistency with revised messaging.

Marttila Communications

Campaign Elements

- ❖ Message Development
- ❖ Influencer Outreach / Third-Party Development
- ❖ Media Relations
- ❖ Government Relations
- ❖ Grassroots Mobilization

Member Companies Supporting PA Campaign





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