

NRMLA 2007 WESTERN REGIONAL MEETING AGENDA

Wednesday February 21

9:00 a.m.–11:45a.m.

Getting Started in Reverse Mortgages : An intensive workshop designed to help those new to the reverse mortgage business become familiar with options for participating, major aspects of loan origination and organizational management considerations.

9:30 a.m.–10:30 a.m.

An Analytical Approach to Marketing: Understanding Data Availability & Analysis to Pinpoint Areas of Opportunity

10:30 a.m.–10:45 a.m.

Morning Break

10:45 a.m.–11:45 a.m.

Raising Capital to Expand Your Reverse Mortgage Operation

12:00 a.m.–1:00 p.m.

Networking Luncheon

1:15 p.m. – 2:00 p.m.

Major Trends & Political Issues Impacting the Reverse Mortgage Business

Current State of The Market

Legislative & Regulatory Issues in 2007

2:00 p.m.– 2:45 p.m.

Beyond HECM: Product Review of Proprietary Reverse Mortgages

2:45 p.m.– 3:00 p.m.

Afternoon Break

Concurrent Sessions

3:00 p.m. – 4:00 p.m.

Hispanic Marketing: Reaching America's Fastest-Growing Demographic Group

Becoming an FHA-Approved Lender and Expanding Your Territorial Approval

4:00 p.m. – 5:00 p.m.

The More the Merrier: Options for Getting Information Out to Prospective Borrowers A look at websites, advertising and lead generation programs to help you increase your market potential.

5:00 p.m. – 6:30 p.m.

Exhibit Hours: Wednesday 2/21, 10 a.m.- 6:30 p.m.

Thursday February 22

8 – 9 a.m.

Continental Breakfast

Concurrent Sessions

8:30 – 9:30 a.m.

The HECM Loan Package: Understanding the Key Documents

Participation by Brokers & Advisors in HECM Origination

9:30 – 11 a.m.

“Town Meeting” with HUD Santa Ana Home Ownership Center Your opportunity to meet all of the key personnel responsible for HECM program management, monitoring and enforcement at the Santa Ana HOC – and get answers to your questions on FHA policy.

Concurrent Sessions

11:15 – 12 p.m

Loan Originator Roundtable

Processor & Underwriter Roundtable

12:00 p.m.

NRMLA Conference Adjourns

Thursday Afternoon February 22

National Aging in Place Council Meeting

12:30 p.m. - 1:45 p.m

Aging in Place Luncheon (Optional; separate registration required) Age Wave Trends: Recognizing the Opportunities and Preparing to Cater to the “Silver Tsunami”

Aging in Place Workshops –

1:45 p.m. – 2:45 p.m.

Honing Your Message: Persuading Seniors & Their Families to Pro-Actively Plan for Aging in Place

2:45 p.m. – 3:30 p.m.

Taking a Stand: Helping Protect Our Clients from Senior Fraud

3:30 p.m. -4:15 p.m.

Trends & Innovation in Home Modification

4:15 p.m.-5:00 p.m.

Networking Reception

Exhibit Hours: Thursday 2/22, 8 a.m.- 12:30 p.m.

**Fairmont Newport Beach
February 21-22, 2007**

**Register online at
www.nrmlaonline.org**

