

NRMLA 2010 ROAD SHOW—PHILADELPHIA
SCHEDULE OF EVENTS
APRIL 20-22, DOUBLETREE HOTEL PHILADELPHIA
PHILADELPHIA, PA

TUESDAY, APRIL 20

1:00 p.m.-2:15 p.m.

Symphony Ballroom

Is the Reverse Mortgage Business the Place to Be in 2010?

The reverse mortgage business faces many challenges in 2010 from state legislatures, Congress, banking regulators, and especially from the public. We will have a candid discussion with industry leaders about where they see the business headed and what NRMLA's role will be.

2:15 p.m.-3:15 p.m.

2010 Outlook for Change

Senior management from FHA's Philadelphia Home Ownership Center will discuss important HECM trends and forthcoming program changes.

3:30 p.m.-5:30 p.m.

HUD & HECM: An Understanding From the Inside Out

The most successful reverse mortgage professionals possess a deep knowledge of reverse mortgages. NRMLA President Peter Bell is hosting a three-part series that examines all vital knowledge areas we feel are critical to your overall success.

(Approved for 2 CRMP credits)

Part 1: A Fundamental Understanding of the History, Legislative Intent, Policy and Management of the HECM program, including:

- **FHA's role and organizational structure**
- **How the FHA insurance funds work**
- **HECM regulations, mortgagee letters and other guidance**
- **Role of FHA's Home Ownership Centers**

5:30-6:30 p.m.

Networking Reception With Exhibitors

WEDNESDAY, APRIL 21

8:30 a.m.-9:30 a.m. (Concurrent sessions)

Issuing GFEs for Reverse Mortgages Under the New RESPA Rules

HUD just published new RESPA guidelines, which includes revisions to the Good Faith Estimate provided to HECM borrowers. We'll offer helpful guidance on filling out and re-issuing GFEs, so that you remain compliant.

Doing Research to Target Your Marketing

Researching a potential market ahead of time saves time and money. Panelists will discuss the process and resources available to determine whether a particular county or neighborhood is worth marketing to. *(Approved for 1 CRMP credit)*

9:45 a.m.-10:45 a.m. (Concurrent sessions)

Budgeting Your Marketing and Advertising Dollars Wisely

After conducting upfront research to determine potential new markets, it's important to allocate budgetary resources effectively to maximize loan production results.

Future of the Wholesale/Broker Relationship

HUD published a proposed rule last fall that could dramatically impact today's wholesale lender/broker relationships. Though a final rule is months (perhaps years) away from being published, and may look completely different from the original rule, we think it's important to discuss potential changes and NRMLA's position.

11:00 a.m.-1:00 p.m.

HUD & HECM: An Understanding From the Inside Out

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Part 2: Creating the Loan from HUD/FHA's Perspective

- **The loan origination process: A sequential overview**
- **Marketing and advertising**
- **Ethical pricing**
- **The closing process, documents, risk management issues**
- **Appraisals: New requirements and how HECM appraisals differ from others**

1:00 p.m.-2:00 p.m.

Networking Lunch

2:15 p.m.-3:15 p.m. (Concurrent sessions)

What's Up With Ginnie Mae?

- Description of HECM MBS program and issuances
- Who can issue?
- Approval of new issuers
- Is interest in Ginnie Mae HECM MBS a sign of growing investor interest?
- How have reverse mortgage MBS performed?
- HECM MBS trading and market overview

Speakers:

Mike McCully, New View Advisors, New York (Host)

Bob Yearly, Reverse Mortgage Solutions, Spring, TX

Darren Stumberger, Bank of America, Charlotte, NC

Chris Witeck, BuckleySandler, Washington, D.C.

David A. Fontanilla, Knight Libertas LLC, New York, NY

Acquiring and Utilizing Leads Effectively

Buying "leads" from third-party vendors can be exasperating and costly, if you don't know what you're doing. We assembled a small group of mortgage brokers to discuss their experiences, so that you can avoid the mistakes they made and be able to turn purchased leads into closed loans.

3:30 p.m.-5:30 p.m.

HUD & HECM: An Understanding From the Inside Out *(Approved for 2 CRMP credits)*

Part 3: Counseling and Life of Loan Issues

- Counseling: Purpose, process, protocols, costs
- Loan administration: Draws, modifications, repayments
- Account issues on active loans, such as occupancy verification and fraud prevention
- End of loan issues, including death, move out and foreclosure

THURSDAY, APRIL 22

9:00 a.m.-12:00 p.m.

CRMP Exam (only for approved applicants)

9:00 a.m.-10:15 a.m.

The HECM Counseling Protocol

HUD hopes to publish its new counseling protocol by mid-February. We'll assemble a panel of counseling experts who were involved in its development to discuss the various components in-depth *(Approved for 1 CRMP Credit)*

Co-Sponsored by the National Aging in Place Council

Separate fee of \$35 for members (\$45 non-members) to attend NAIPC sessions and luncheon

10:30 a.m.-11:30 p.m.
NAIPC Session

11:30 a.m.-12:30 p.m.
NAIPC Session

12:30 p.m.-1:30 p.m.
NAIPC Forum and Networking Lunch

SPECIAL NRMLA WORKSHOP

1:30 p.m.-3:30 p.m.

Ethical Issues & Business Practices for Reverse Mortgage Lenders

An interactive discussion of NRMLA's Code of Ethics & Professional Responsibility, Ethics Advisory Memoranda, Best Practices and case studies selected to stimulate conversation and build awareness of ethical considerations in the reverse mortgage business. Limited to 30 people. Mandatory course for anyone seeking the Certified Reverse Mortgage Professional (CRMP) designation.