

NRMLA Working For You: An Association Update

Presenters:

- Peter Bell, President and CEO
National Reverse Mortgage Lenders Association, Washington, DC
- Michael Kent, NRMLA Secretary
President, Liberty Home Equity Solutions, Rancho Cordova, CA
- Joe DeMarkey, NRMLA Co-Chair
Strategic Business Development Leader, Reverse Mortgage Funding LLC, Bloomfield, NJ
- Steve Irwin, Executive Vice President
National Reverse Mortgage Lenders Association, Washington, DC
- Jenny Werwa, Director, Public Relations
National Reverse Mortgage Lenders Association, Washington, DC

NRMLA Public Relations

Media

Influencers

Consumers

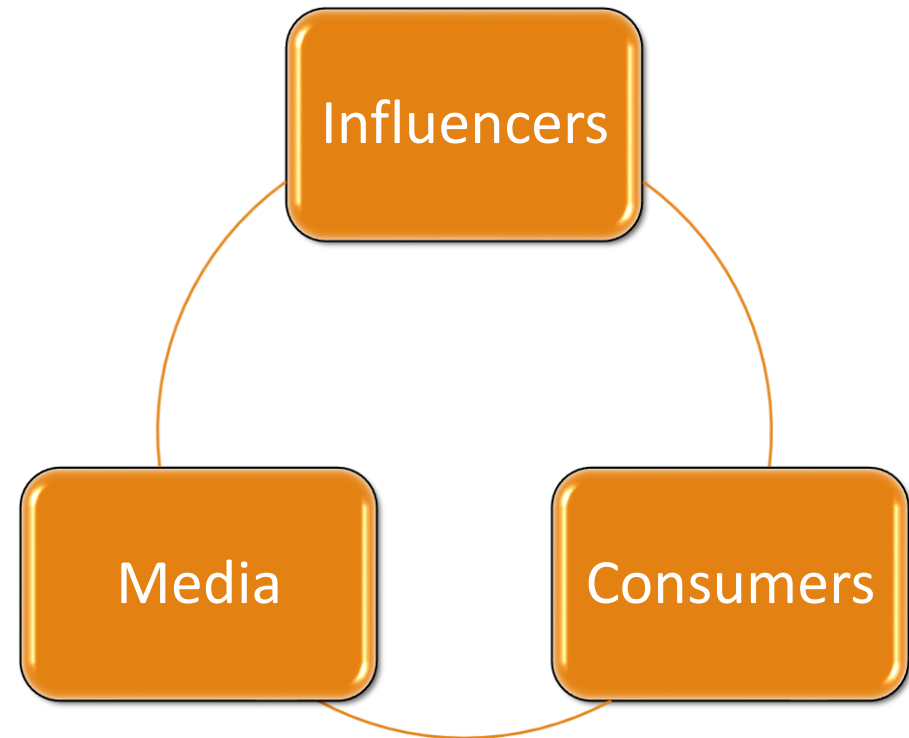




NATIONAL REVERSE MORTGAGE LENDERS ASSOCIATION'S
3RD ANNUAL

Reverse Mortgage
Education Week

April 23-27

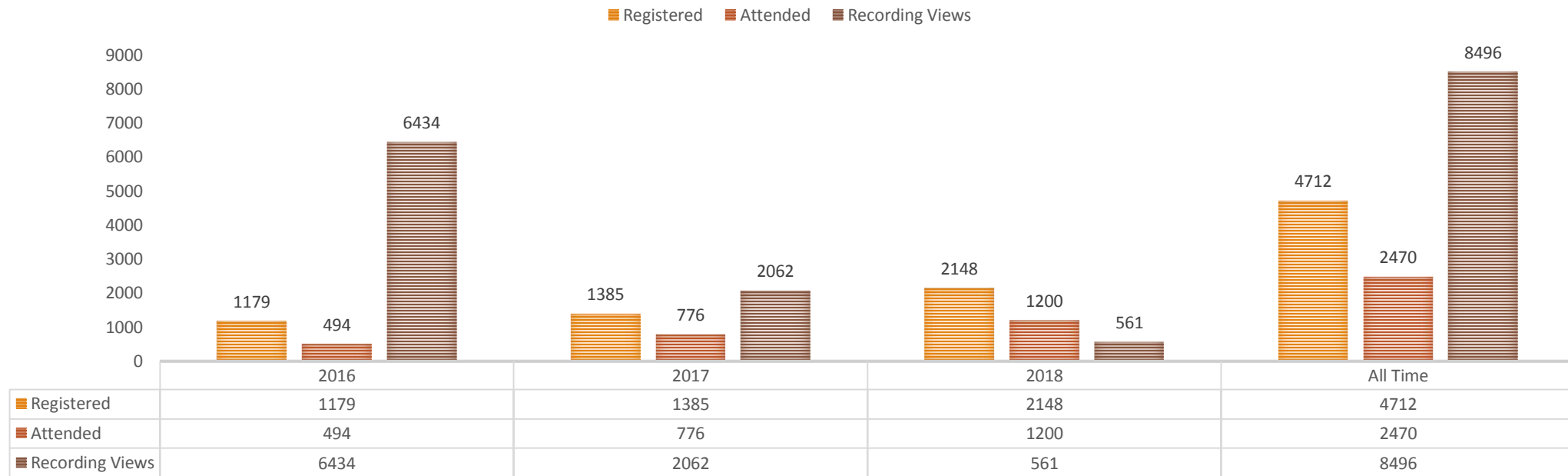




Education Week Recordings Now Available
online
NRMLAonline.org & Reversemortgage.org

Reverse Mortgage Education Week

EDUCATION WEEK ENGAGEMENT 2016-2018



Media Outreach

Earned Media Highlights

- **Chicago Tribune:** Reverse Mortgages, Once Risky Have Grown Safer in Recent Years
- **Forbes:** Relocating in Retirement? Don't Make These Mistakes
- **Forbes/Next Avenue:** Using Your Home Equity for Aging in Place
- **US News & World Report:** How to Find the Best Reverse Mortgage Lender
- **Washington Post:** In divorces, a reverse mortgage could help resolve a big problem
- **Savvy Senior:** What You Need to Know About Reverse Mortgages
 - 400 Publications, links to NRMLA consumer guide

Op-Ed & LTE

- **The Baltimore Sun:** Reverse Mortgages Have Their Place
- **The Daytona Beach News Journal:** Reverse Mortgages Have Their Place
- **The Frederick New Post:** No 'one-size-fits-all' retirement planning
- **National Mortgage News:** Vote to confirm Trump's FHA commissioner has been delayed too long

Paid Media

- Advice for Adult Children of Aging Parents
 - 1,067 Print & Online Placements Nationally

Corrections

- Bankrate.com – Series of articles
- WFTV9 FL – NRMLA statement on NBS



Using a Reverse Mortgage to Buy a Home
A Toolkit for Real Estate Agents



© 2018 National Reverse Mortgage Lenders Association

This material has not been reviewed, approved or issued by HUD, FHA or any government agency.
NRMLA is not affiliated with or acting on behalf of or at the direction of HUD/FHA or any other government agency.



HECM for Purchase
A Homebuilder's Toolkit



© 2018 National Reverse Mortgage Lenders Association

This material has not been reviewed, approved or issued by HUD, FHA or any government agency.
NRMLA is not affiliated with or acting on behalf of or at the direction of HUD/FHA or any other government agency.

Influencer Outreach



Should I Stay or Should I Go?

A Toolkit for Choosing the Right Home Environment



Consumer Outreach





Millennials Confront Caring For Aging Baby Boomers



by Jenny Werwa | May 15, 2018

The graying of the Boomer Generation is a much-discussed retirement topic, mainly because there are so many of them with 10,000 turning 65 each day! But, what impact [...]

Advice for Adult Children of Aging Parents Who Need Help at Home



by Jenny Werwa | May 11, 2018

Helping a parent stay active and healthy at home can be achieved with careful planning. The rewards of personally caring for, or managing the care of, a loved [...]

Best States to Retire in 2018: All 50 Ranked for Retirement



by Jim Berkowitz | May 8, 2018

Kiplinger recently ranked "The Best States to Retire in 2018" by contemplating retirement trends. The rewards of personally caring for, or managing the care of, a loved [...]

Single? No Kids? Don't Fret: How to Plan Care in Your Later Years



by Jenny Werwa | April 26, 2018

How to Choose a Medical Alert System



by Jim Berkowitz | May 2, 2018

Using Your Health Savings Account for Aging in Place



by Jenny Werwa | April 19, 2018

Consumer Outreach
Blog.reversemortgage.org

A Look Ahead

Influencer Outreach

- Aging Life Care Association Webinar
- Toolkit for Builders & Remodelers

Consumer Outreach

- Non Borrowing Spouse Guide

Media Outreach

- Ongoing