



As President of Finance of America Reverse, Kristen Sieffert is responsible for growth and innovation in Finance of America's reverse mortgage business. Under Kristen's leadership, FAR has become the second largest GNMA issuer of reverse mortgages, the largest wholesale lender in the industry and an employer of choice for more than 300 professionals across the country.

FAR's HomeSafe® suite is the most comprehensive proprietary reverse mortgage offering in the industry and is a key driver of the organization's commitment to help people get to work on retirement. Prior to her role as president, Kristen served as FAR's Chief Operating Officer. Before joining FAR in 2012, Kristen served as acting president for San Diego-based EquiPoint and vice president for operations at One Reverse Mortgage. Kristen began her reverse mortgage career in 2004 with Financial Freedom Senior Funding Corp. She earned a bachelor's degree at University of California, Los Angeles (UCLA) and in 2018 was accepted as a member of the San Diego Coastal Chapter of the Young Presidents Organization (YPO).