



**National NRMLA 2022  
Buckhead, Atlanta**

# **Moving the Needle; Accelerating Sales in Today's Market**



**Reverse Mortgage Leaders**



# Beauty and the Beard



**Tabatha Addison**

*Vice President,  
Wholesale Lending*

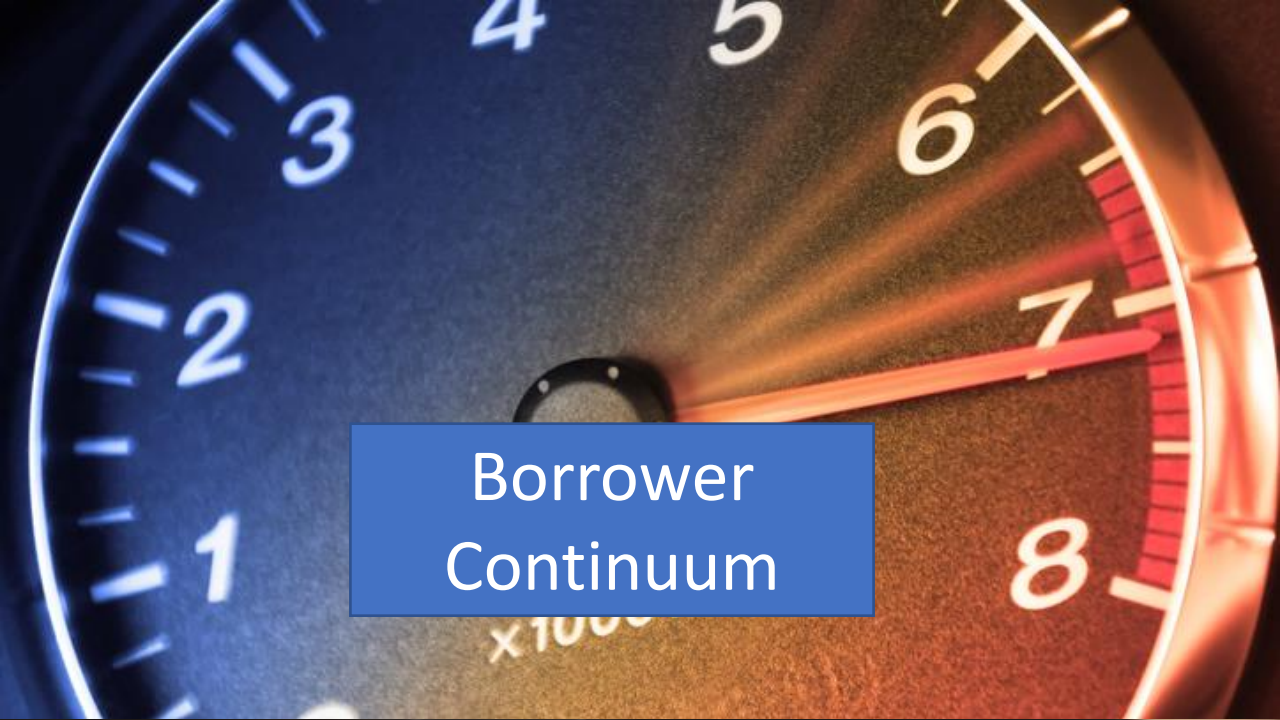


**Steven Sless**

*President of Reverse,  
Primary Residential Mortgage*



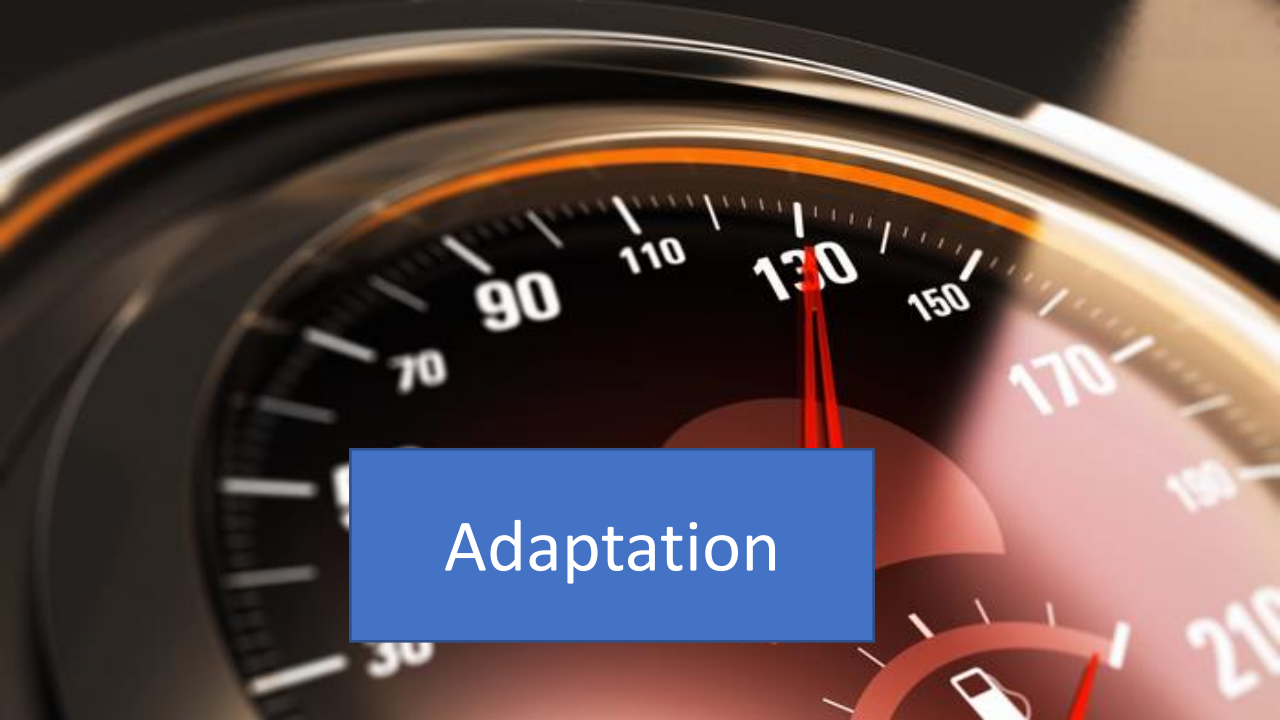
Reverse Mortgage Leaders



Borrower  
Continuum



Getting Into  
Gear



Adaptation



Call to Action



The Borrower Continuum

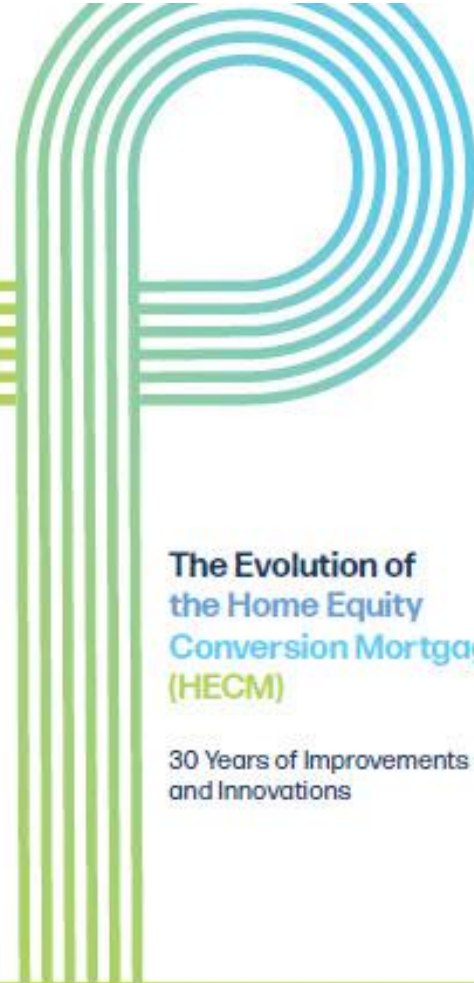
# Where It All Began

To learn how a HECM loan could expand your retirement possibilities, chat with your trusted Home Equity Conversion Mortgage professional today.

Company Name  
Phone  
URL  
Address/License/Disclosure

These materials are not from HUD or FHA and were not approved by HUD or a government agency. A reverse mortgage increases the principal mortgage loan amount and decreases home equity (it is a negative amortization loan).

Reverse mortgage loan terms include occupying the home as your primary residence, maintaining the home, paying property taxes and homeowners insurance. Although these costs may be substantial, the lender does not establish an escrow account for these payments. However, a set-aside account can be set up for taxes and insurance, and in some cases may be required. Not all interest on a reverse mortgage is tax-deductible and to the extent that it is, such deduction is not available until the loan is partially or fully repaid. The lender charges an origination fee, mortgage insurance premium (where required by HUD), closing costs and servicing fees, rolled into the balance of the loan. AAG charges interest on the balance, which grows over time. When the last borrower or eligible non-borrowing spouse dies, sells the home, permanently moves out, or fails to comply with the loan terms, the loan becomes due and payable (and the property may become subject to foreclosure). When this happens, some or all of the equity in the property no longer belongs to the borrowers, who may need to sell the home or otherwise repay the loan balance.



## The Evolution of the Home Equity Conversion Mortgage (HECM)

30 Years of Improvements and Innovations

### The Beginning

One of the most notable acts of the 100th Congress of the United States in 1987 was passing the Housing and Community Development Act, authorizing the Home Equity Conversion Mortgage (HECM) Demonstration, a pilot program that would insure reverse mortgage loans.

## Home Equity Conversion Mortgage (HECM)

An insured HECM loan means that borrowers would receive guaranteed loan payments, according to the terms of their loan, and that upon repayment of their loan, they would never owe more than what their home was worth. These new insurance protections, signed into law by President Reagan on Feb. 5, 1988, opened the door for thousands of elderly homeowners to safely, securely and responsibly convert a portion of home equity into cash.




February 5, 1988  
President Ronald Reagan signed Act



October 19, 1989  
Marjorie Mason receives the first FHA-insured HECM.

The following year, on Oct. 19, Marjorie Mason of Fairway, Kan., received the first FHA-insured HECM from the James B. Nutter Company. Since that historic occasion, the FHA has insured more than 1 million HECMs as part of a tremendous partnership between the government and government-approved private lenders to provide older Americans with an important and intelligent financial tool to help them secure and enjoy a better retirement.

A hand holding a pen pointing at a financial report with various charts and graphs overlaid with a network diagram.

**2015**  
Financial  
Assessment

# Foreclosure Now vs. Then

## Pre-Financial Assessment

Loan Age	13-24	25-36	37-48	>48	Total
Serious Default	8.1%	4.2%	11.2%	11.8%	6.8%
T&I Default	6.0%	3.0%	7.4%	8.0%	4.7%

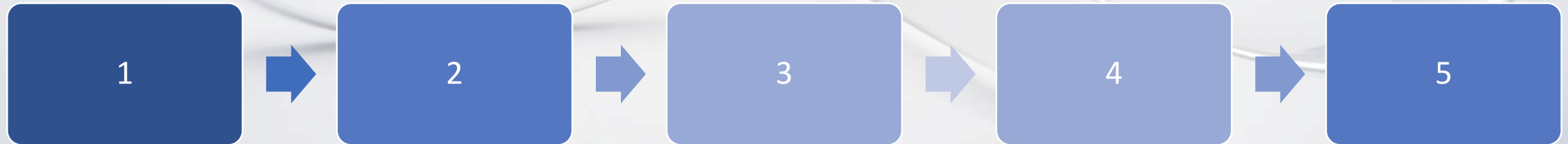
## Post-Financial Assessment

Loan Age	13-24	25-36	37-48	>48	Total
Serious Default	1.6%	2.3%	3.0%	4.8%	2.2%
T&I Default	.5%	1.0%	1.5%	2.7%	1.1%

## Percent Improvement

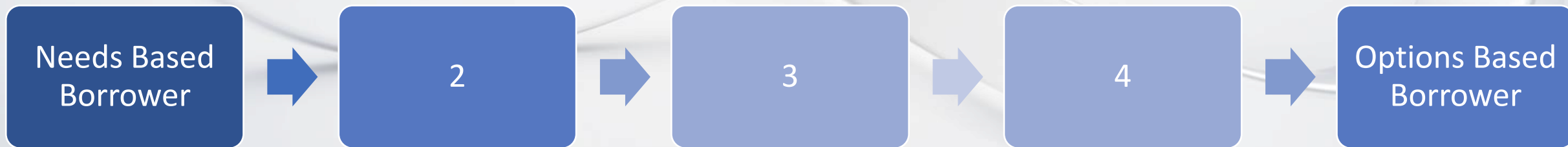
Loan Age	13-24	25-36	37-48	>48	Total
Serious Default	80%	44.8%	73.5%	59.9%	67.3%
T&I Default	91.2%	67.9%	79.1%	65.8%	76.9%

# The Borrower Continuum



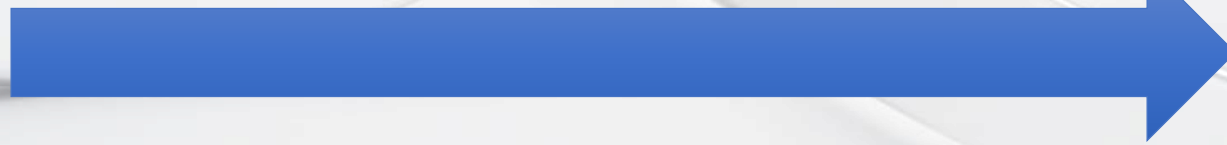


# The Borrower Continuum



So, Where Are We?

**2%**



**2%**

A white, three-dimensional infinity symbol is centered on a light gray background. The symbol is a continuous loop that crosses itself. Inside the loop, the word "why?" is written in a bold, dark blue, sans-serif font. The text is positioned horizontally across the center of the infinity symbol.

**why?**

**What are you really selling?**

**REVERSE  
MORTGAGE**



Engage to Gauge



An elderly couple is seated at a wooden table, looking at a document held by the man. A woman, presumably a financial advisor, is seated across from them, looking at the document. The scene is dimly lit, with a dark overlay on the image.

Establishing rapport

Understanding your specific borrowers' needs are far more important than your own

Who is involved?

What is their relationship with their home?

What does their retirement look like?

How does their existing retirement portfolio/assets/wealth come into play?

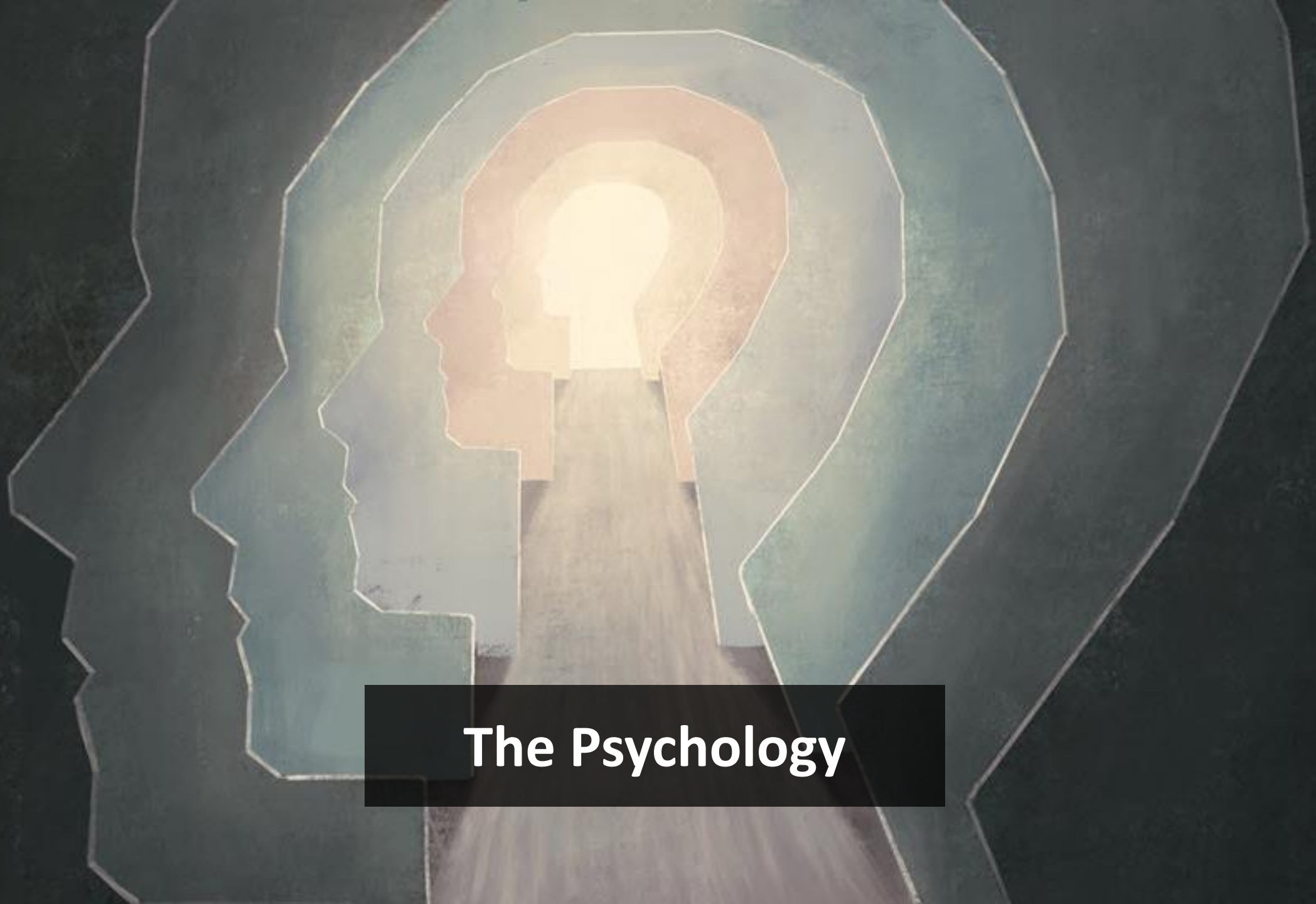
**Let's Get Into Gear**



# First Contact





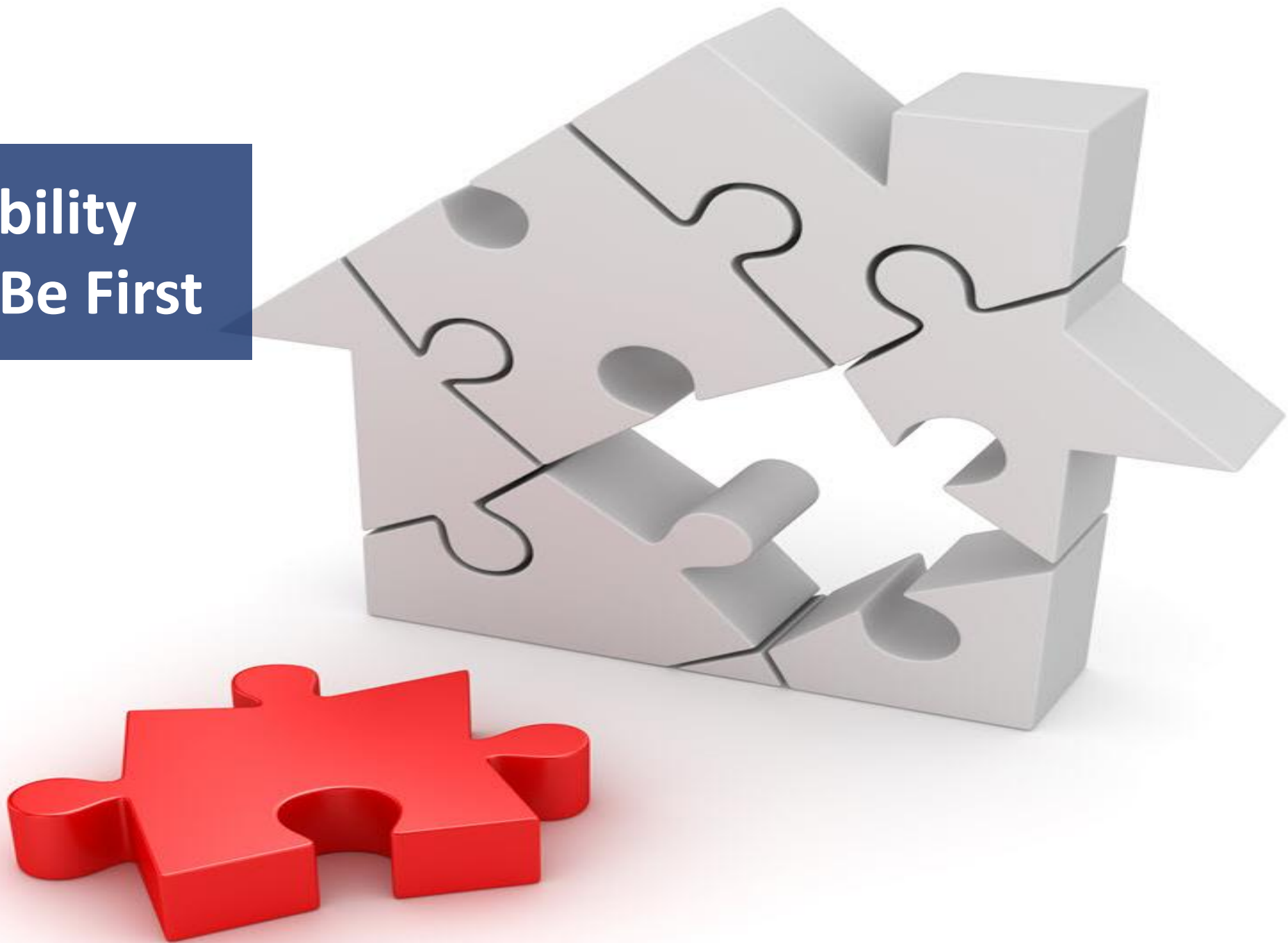


# The Psychology

A close-up photograph of a male baseball pitcher. He is wearing a black baseball cap and a white pinstriped jersey with the number 17 visible. He is holding a brown leather baseball glove in front of his face, looking directly at the camera with a serious expression. The background is a blurred outdoor setting with trees and a clear sky.

**Do Not Pitch**

**Suitability  
Should Be First**

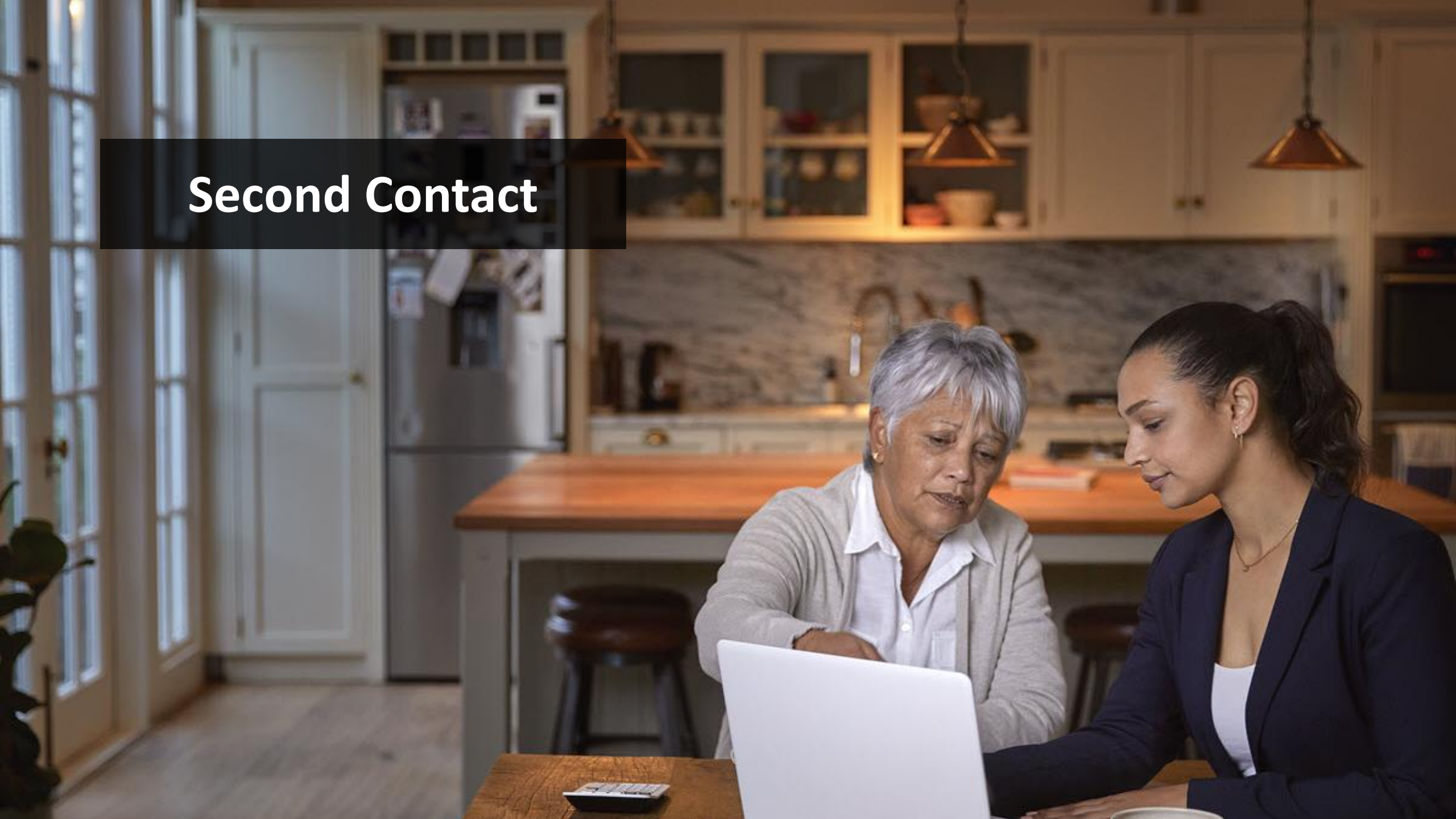


Is It A Good Fit?






# Second Contact



**Absolutely Answer  
All of Their  
Questions**



The background of the image consists of numerous metallic, 3D numbers scattered across a dark, textured surface. The numbers are in various orientations and are slightly out of focus, creating a sense of depth and abundance. The lighting is warm, highlighting the metallic sheen of the numbers.

**Do Not  
Talk Numbers**



# Gather Borrower Data







## Third Contact

A close-up photograph of two hands, one light-skinned and one dark-skinned, clasped together in a supportive grip. The hands are positioned centrally against a soft, light blue sky background. A dark, semi-transparent rectangular box is overlaid on the lower part of the hands, containing white text.

**Suitability,  
Relationship**

A baseball pitcher in a red uniform and cap is captured in the middle of a pitch. He is leaning forward with his right arm extended, releasing a white baseball. His left hand is in a black baseball glove. The background shows a baseball field with a yellow foul line, green grass, and a clear blue sky. Another player in a red uniform is visible in the background, crouching on the field.

**Now Pitch!!**

A network diagram on a blue background. The diagram consists of a complex web of thin black lines connecting various nodes. Each node is represented by a small circle containing one or more light-colored wooden beads. A hand is visible on the right side, interacting with one of the nodes. The overall composition suggests a process of matching or connecting solutions to goals.

**Match the Solutions  
to Their Goals**

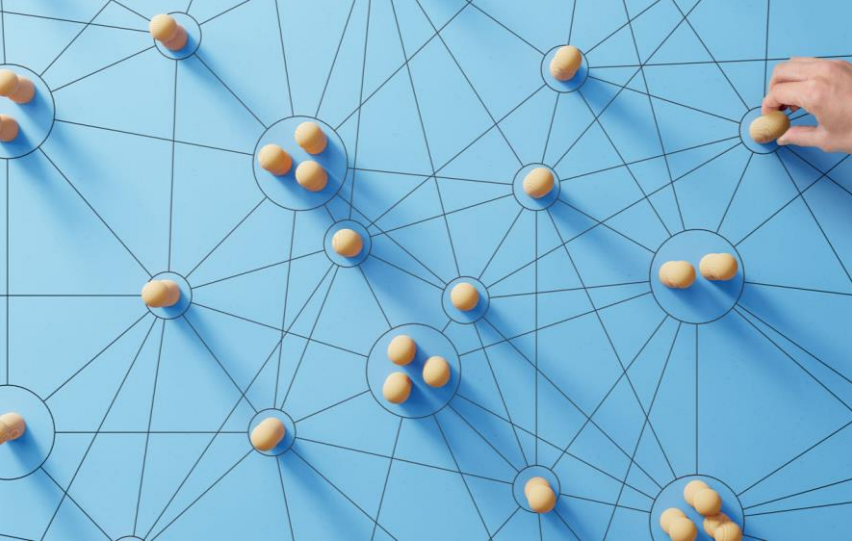
**We Have  
a Fit!**



A group of people are gathered around a dark wooden table in a meeting. A man with grey hair and a beard, wearing a light blue shirt, is smiling and looking towards a woman with short blonde hair, who is also smiling and looking at him. They are both holding papers. A third person, a man with a beard, is partially visible on the left, wearing a white shirt and holding a clipboard. On the table, there is a white mug, a laptop, a notebook, and a smartphone. The background is a blurred office setting with a clock on the wall.

**Ask for  
the Business**







**Q & A**



Embrace  
the change



Let's not  
run from it



Control what  
we can

thank you