

*Welcome to!*

National Reverse Mortgage Lenders Association's  
**ANNUAL MEETING & EXPO**

September 24-26th 2024



SAN DIEGO

# SCAN TO TELL US ABOUT YOU





**WHO WANTS A PRIZE?!**



**Come to Encore 2 after  
this session to claim prize**





**GOOGLE:  
REVERSE MORTGAGES  
[your zip code]**

# WHO ARE WE?



**Ryan Schmidt**  
**VP of Partner Engagement**



**Meg Murray**  
**Wholesale Marketing Director**



**Courtney Rozell**  
**Manager – Partner Engagement**

## OUR PROMISE

**You will leave with at least three things you  
can do to accelerate your business and  
generate leads with little to no cost.**




reverse mortgages near me

- All
- Maps
- Shopping
- Images
- News
- Forums
- Videos
- More

Results for **Downtown San Diego, San Diego** · [Choose area](#)

Sponsored



consumersadvocate.org

<https://www.consumersadvocate.org/reversemortgage/interestrates>

5 Best Reverse Mortgage (2024) - Reverse Mortgage For Seniors

View Rates From Multiple Lenders To See How Much You Can Earn. It Pays To Compare Options. We Provide Helpful & Honest...


Pro's & Con's

Get Expert Advice. Compare Reverse Mortgage Lenders.

Reverse Mortgage Rates

Get The Best Rates. Compare Multiple Lenders.

Sponsored




Finance of America

<https://www.financeofamerica.com/reverse/mortgage>

Finance of America Reverse | Check Eligibility in 2 Mins

We Have Educated Over 1 Million with Our Info Kit. Get Yours Today. Turn a Portion of...

Sponsored




Premier Reverse Mortgage

<https://www.premierreverse.com/reverse/brokers>

#1 Reverse Mortgage Brokers | Premier Reverse Mortgage

Rated A+ With BBB. We Offer Competitive Pricing On All Loans. Fixed, Adjustable & Jumbo.

Sponsored



Longbridge Financial, LLC

<https://www.longbridge-financial.com/calculator/reversemortgage>

Calculate My Reverse Mortgage

Reverse Mortgage for Seniors — Our Reverse Mortgage Calculator Shows You How Much Home Equity You Can Unlock. Learn More.

## Businesses

Abel Tejeda "The Mortgage Guy"

4.9 ★★★★★ (62) · Mortgage broker

419 W G St Suite C · (619) 948-2996

Open · Closes 7 PM

"They have helped me tremendously with the challenges I have had."

Website

Directions

NetLending Coronado

5.0 ★★★★★ (43) · Mortgage broker

7+ years in business · Coronado, CA · (858) 703-6122

Open · Closes 5 PM

Provides: Reverse Mortgages

Website

Directions

Home Loan Advantage

5.0 ★★★★★ (68) · Mortgage lender

717 Union St K · (619) 955-7985

Open · Closes 5 PM

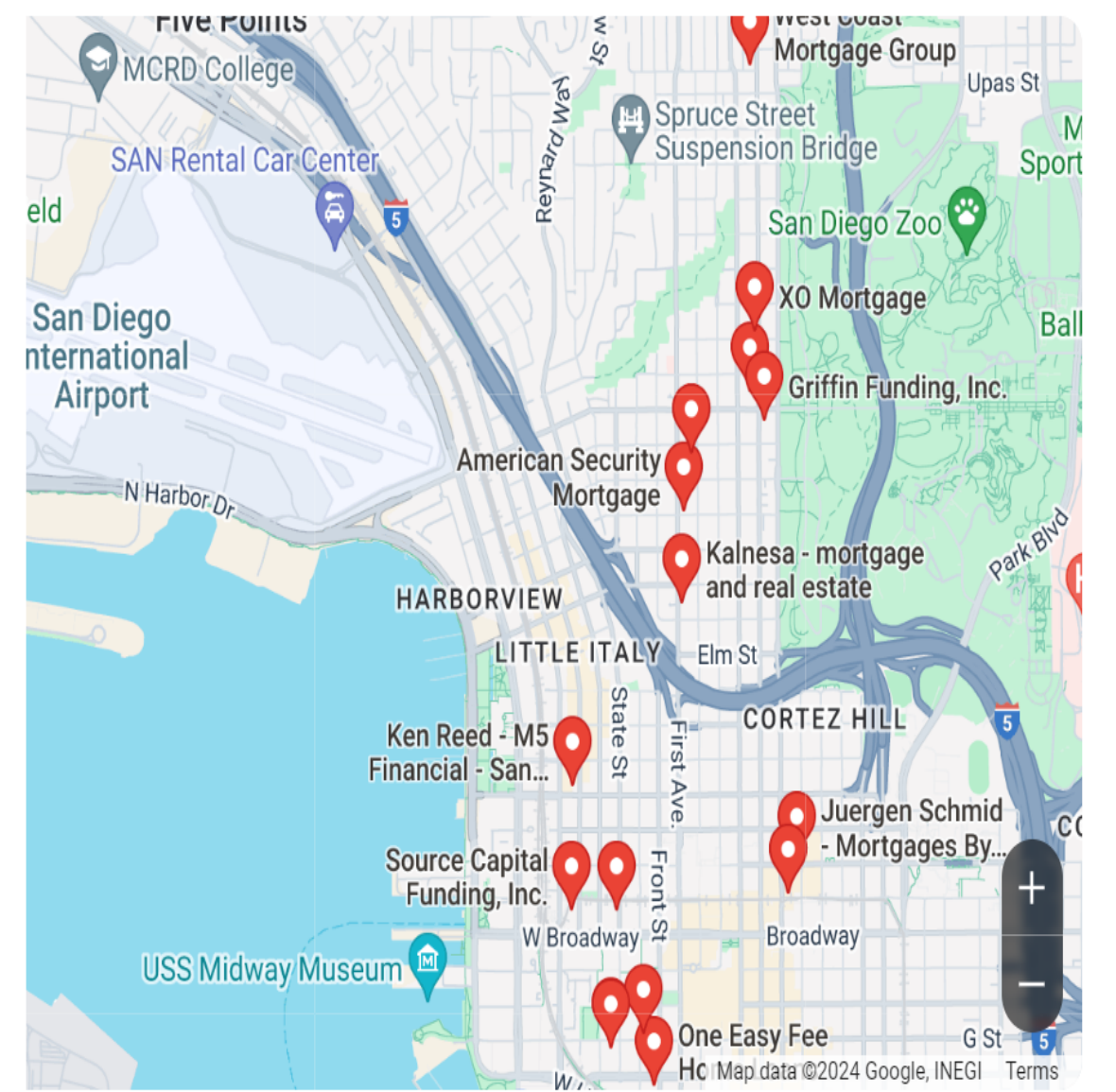
Provides: Reverse Mortgages

Website

Directions

Browse more businesses

→



# **How to show up on Google Maps**

- 1. Create / claim your Google Business Profile**
- 2. Optimize your profile**
- 3. Encourage / manage reviews**
- 4. Add photos and updates regularly**
- 5. Ensure website is SEO friendly**
- 6. Get local citations**
- 7. Focus on local backlinks**
- 8. Use location specific social media posts**



# **5 things you can do while waiting to board a plane**

- 1. Post to social media**
- 2. Email to check in with past clients**
- 3. Download AI app**
- 4. Email professional network**
- 5. Create a video outline**

# **5 things you can do to keep momentum in 2025**

- 1. Create a social media calendar**
- 2. Setup a CRM**
- 3. Build email campaigns**
- 4. Expand your professional network**
- 5. Create a video**

# Why create video content?

**72%**

Consumers prefer  
learning through video

**1200%**

More shares than  
text or images

**53%**

More likely to rank on  
first page of Google



# **Creating successful videos**

- 1. Start with a clear objective**
- 2. Capture attention**
- 3. Keep it short & sweet**
- 4. Tell a story**
- 5. Optimize for mobile**
- 6. Use captions**
- 7. Strong call to action**
- 8. Quality production**
- 9. Leverage SEO**
- 10. Test and analyze**



**ARE YOU IN THE  
"SQUEEZE" GENERATION?**



**Scan to receive  
this information**

