

# Targeting the Reverse Mortgage Market Resource Guide

During this presentation a variety of resources were mentioned. This handout contains more information about these resources you may want to review to help you build an effective reverse mortgage niche.

## Reverse Mortgage Informational Websites

Review these websites to learn more about the reverse mortgage industry and learn firsthand what information your prospective clients grasp about this product.

<http://www.hud.gov/ll/code/llplcrit.html>

Use this web address to search for lenders in your area who are already signed up as reverse mortgage specialists. This will give you an idea of the opportunities that exist in your area.

<http://www.reversemortgage.org/>

This is a site that prospects interested in obtaining a reverse mortgage could review.

<http://reversemortgagetimes.org/>

The Reverse Mortgage Times is an ezine that provides timely information about this product.

## Getting Started as a Reverse Mortgage Specialist

You want to get started as a reverse mortgage specialist, but aren't sure where to start. Use these websites to kick start your involvement in this niche.

<http://www.reversebrokerin.com/index.html>

If you're looking to become a loan advisor, Wells Fargo offers a program that pays a 25% origination fee.

<http://www.hud.gov/offices/hsg/sfh/lender/leadappr.cfm>

Use the information on this page to start the process of becoming a HUD approved lender.

<http://www.americanreverse.com/employment.htm>

This organization provides extensive training and offers employment to those interested in serving this niche. According to ARM, about seventy-four percent (74%) of their employees are fifty (50) or older and about forty-two percent (42%) are sixty-two (62) and older.

<http://www.nrmlaonline.org/>

This is the home page for the National Reverse Mortgage Lenders Association. If you're considering doing reverse mortgages, you may want to join this association. Membership cost is based on the number of reverse mortgages you originated during the past year.

<http://www.lenderleadsolutions.com/>

This is a lead company that makes leads available to you by geographic area. The leads are obtained after seniors request a free video made available as part of a television advertisement.

<http://www.reversemortgagetraining.com/index.htm>

The Reverse Mortgage Training company offers two days seminars to help you hit the ground running.

<http://www.namb.org/assnfe/SearchCourses.asp?MODE=FINDRESULTS&SnID=2052492752&csCategory=&csSortBy=1&csFrom=&csTo=&csKeyword=reverse+mortgage&FORM=Search>

NAMB offers two courses about reverse mortgages. They offer an online course which provides basic information about reverse mortgages. The course number is PTN-000255-WC-W.

<http://www.hud.gov/offices/hsg/sfh/hecm/hecminst.cfm>

Use this site to download a Home Equity Conversion Mortgages (HECM) calculator.

## Handouts and Other Materials

To educate your prospective clients about the reverse mortgage product, you may want to provide brochures, fliers and handouts. Below are resources you can tap into to provide these materials.

<http://assets.aarp.org/www.aarp.org/articles/revmort/homeMadeMoney.pdf>

You can obtain up to 10 copies of this brochure for free from AARP. The bulk order rate is \$2.50 per copy. Ask for stock number D15601.

<http://www.fanniemae.com/global/pdf/homebuyers/moneyfromhome.pdf>

This is a PDF document provided by Fannie Mae. It includes income and home maintenance worksheets.

<http://www.reverse.org/Bibliography.HTM>

This website lists a variety of resources including brochures and videos that you can order for clients.

<http://www.financialfreedom.com/partners/correspondents/marketingmaterials/>

Financial Freedom offers wholesale correspondents a variety of materials that can be personalized for your use.

## Want More Information?

**For more information** about our services, contact us at 303-426-1027 or 800- 433-3755.

**For questions**, please email us at [questions@intouchtoday.com](mailto:questions@intouchtoday.com).

**To request a catalog and samples**, please email us at [samples@intouchtoday.com](mailto:samples@intouchtoday.com).

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