

Retail Origination Strategies for Reverse Mortgages



REVERSE MORTGAGE PRACTICAL ORIGINATION AND MARKETING STRATEGIES

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Sales Flow Process & Marketing



- ❖ **Initial Training Program**
- ❖ **Standardized Sales Flow Process**
 - **Sales Tool Kit**
 - **Lead Generation Tool Kit**
 - **Marketing Materials**
 - **Lead Follow –up Process**
- ❖ **Industry Updates**
- ❖ **Different Marketing Strategies**

Initial Training Program



❖ Comprehensive Training Program

- Product Knowledge and Costs
- Understanding the Senior Clientele
- Assessing Clients Motivations
- Loan Process and Timing
- Specific Lender Requirements

Standardized Sales Flow Process



- ❖ Sales Tool Kit
 - Standardized Sales Power Point Presentation
- ❖ Lead Generation Tool Kit
 - Internal Leads
 - Alternate Lead Generation Options
- ❖ Marketing Material
 - Marketing Brochures and Ad Templates
 - Local Trade Show, Event or Seminar Marketing Materials
- ❖ Lead Follow –up Process
 - Set the standards
 - Track and Quantify Results

Industry Updates



❖ Stay informed with Industry Updates.

- MBA NewsLink – www.mortgagebankers.org
- NRMLA - www.nrmlaonline.org
- HUD Updates - <http://www.hud.gov/offices/hsg/sfh/ref/hsgregst.cfm>
- AllRegs – E-Alerts, www.allregs.com
- Sagetips Reverse Newsletter- www.reverse-mortgage-information.org

Different Marketing Strategies



- ❖ The Role of Marketing
- ❖ Media & Message
- ❖ Lessons Learned
- ❖ Key Takeaways

The Role of Marketing



“...define, develop and deliver value to the customer”

REVERSE MORTGAGE MARKETING

- ❖ Understand the customers' needs, wants and values
- ❖ Educate borrower and their advisors
- ❖ Provide solutions
- ❖ Create positive context for buying decision

Media Marketing



- ❖ Print Ads
- ❖ Direct Mail Solicitation
- ❖ Radio Advertising
- ❖ Television Ads
- ❖ Internet
 - Website
 - Banner Ads

Print Media



❖ Print Ads Sources

- Newspaper
- Magazines
- Yellow Pages

❖ Press Releases

- New Products
- Borrowers Stories
- New Staff

Direct Mail



- ❖ Solicitation Letters from database or list
- ❖ Data Driven Letters
- ❖ Postcards
- ❖ Flyers advertising seminars

Drip Marketing



- ❖ Traditional response rate to reverse mortgage out reach campaigns has been 1.5 % to 2 %
- ❖ Response rates increase with follow-up contact
- ❖ Strategy to contact non responders
 - Consistent
 - Logical
 - Follow up

Radio & TV



❖ Talk Radio

❖ Music

- Easy Listening
- Gospel

❖ Focused Programs

❖ Senior TV

- News at Noon
- Price is Right
- Soaps

Internet



- ❖ Seniors use the Internet for news, shopping, entertainment, and to keep in touch with friends and family.
- ❖ According to the AARP, more than 40 million adults over 50 are online in the US.
- ❖ Who are you attracting?
 - Seniors
 - Adult Children
 - Advisors
- ❖ Link to a Reverse Mortgage Calculator
- ❖ If you capture data – then do something with it

Message



- ❖ What do you say?
- ❖ Solution based
 - Need vs. Want
 - Income
 - Lifestyle
 - Healthcare
 - Help your family
- ❖ Care giver for parents or grandparents?

Alternative Marketing Method



❖ Networking

- Common Interest Partners
- Advisors

❖ Seminars

❖ Senior Events

Networking



❖ Join Networking Groups

- BNI, Le Tip, Chamber of Commerce
- Rotary, Kiwanis, VFW
- Create your own

❖ Be a resource to your network

❖ Give Referrals

❖ Become Community Involved

❖ Speakers Wanted!

Common Interest Partners



- ❖ Banks or Credit Unions
- ❖ Insurance Brokers
- ❖ Financial Planners
- ❖ Mortgage Brokers
- ❖ Real Estate Agents
- ❖ Long Term Care Providers
- ❖ Anyone in the Senior Market

Trust and Advisors



- ❖ Senior research has shown that in every financial transaction, a senior will look to at least one trusted advisor for advice
- ❖ The Reverse Mortgage transaction is no different
- ❖ The key is not who you know but rather who knows you and what you do!

Advisors



Who are Advisors to Seniors?

❖ Advisors - Personal

- Adult Children
- Neighbors
- Relatives
- Grandchildren
- Friends

❖ Advisors – Non Financial Professional

- Clergy
- Pharmacists
- Doctors
- Healthcare Providers
- Wellness Centers

❖ Advisors – Professional

- CFP
- Lawyers
- Accountants
- Bankers
- Insurance Agents
- Mortgage Brokers
- Real Estate Brokers (SRES)
- Estate Planners
- Conservators
- Long Term Care Agents
- Credit Unions
- Elder Law Attorneys
- Life Insurance Agents

Seminars



❖ Professional

- Educate
- Motivate
- Build Potential Partnerships

❖ Seniors

- Educate
- Qualify
- Plant the seed

Seminars



- ❖ Chose a good time – Mid morning or early afternoon
- ❖ Find an easy to get to location
- ❖ If you serve food they will come
- ❖ Educational focus – no selling
- ❖ Follow up is key, so get contact information, a gift basket raffle is a good way
- ❖ Keep the meeting to 90 minutes maximum
- ❖ Partner with other advisors
 - Cost sharing
 - Broaden your appeal by having more than one topic

Senior Events



- ❖ Help establish presence in Senior Market
- ❖ You can identify potential partners
- ❖ Allows you to provide educational materials
- ❖ If you have giveaways
 - Make them inexpensive
 - Items they use daily
 - Raffles are a great way to capture data
- ❖ Take plenty of hard candy

Some Marketing Considerations



- ❖ Always measure cost versus benefit
- ❖ Test before committing
- ❖ Track results
- ❖ Assess effectiveness
- ❖ Partner if possible
- ❖ If it works - do it all day long
- ❖ If it doesn't - stop

Questions?



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