

Reverse Mortgage Activity Remains Strong

Through the first seven months of fiscal year 2002 (Oct. 1, 2001-April 30, 2002), FHA endorsed for insurance 7,329 Home Equity Conversion Mortgages – a whopping 64 percent increase year-over-year, according to data supplied by the U.S. Department of Housing and Urban Development.

The latest figures from HUD show that for the same seven-month period in FY 2001, FHA endorsed just 4,471 HECMs.

The number of unendorsed HECMs – those that closed but are awaiting insurance – totaled 8,059, compared to 5,849 a year earlier.

If monthly production remains constant, lenders will shatter the old record of 7,921 endorsed HECMs set in FY 1999.

REVERSE MORTGAGE ACTIVITY, *continued on page 8*



William J. McAuliffe

BORROWER PROFILE

William J. McAuliffe WEIRSDALE, FL

There aren't many communities in America, like Love's Landing, in Weirsdale, FL. A planned subdivision situated in the middle of the state near Ocala, Love's Landing

has two intersecting grass airstrips – one running east to west, the other north to south – that residents use as often as the paved roads nearby.

"Most people who live here are pilots," says 70-year-old William McAuliffe.

It's not uncommon to see someone leave their home, jump into an airplane, and take off either for a favorite vacation spot, or just to cruise the skies a bit.

"I've flown all over the world,"

MCAULIFFE PROFILE, *continued on page 9*

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A Message from the President

Media Coverage Focusing More On Sociological Reasons Why Seniors Get Reverse Mortgages

By Peter Bell



Peter Bell

On recent visits to New York City for press interviews that are part of NRMLA's consumer education program, I've noticed a change in the line of questioning from the journalists with whom I've been meeting. For most of the year and a half I've been meeting with reporters now, the ques-

tions have focused on what I would describe as the mechanics of reverse mortgages. What is a reverse mortgage? How does it work? How is the money paid out? When is it paid back? What are the fees and charges?

On my last few trips, however, the questions have focused not so much on the "hows" of reverse mortgages, but rather the "whys." Why do seniors get reverse mortgages? Why do they have the need? Why are they willing to give up part of their estate, their legacy to their children?

Why is this a positive development? The change in the line of questioning is most interesting. I believe it represents a milestone in our efforts. Members of the press (or at least the ones that consent to meet with me) have by now developed a general understanding of what reverse mortgages are and how they work. Rather than continuing to report on the transactional issues, they are beginning to focus more on the sociological issues. They want to report to their readers what types of situations are best served by reverse mortgages. They want to cover topics like the emotional decision-making process

A reverse mortgage is a unique loan that enables senior homeowners (62+) to convert part of the equity in their homes into tax-free income without having to sell the home, give up title, or take on a new monthly mortgage payment.

that a senior must go through before moving forward with a reverse mortgage. They want to know how the children feel about Mom or Dad's decision to "spend their inheritance." They want to know about the primary uses for reverse mortgage proceeds.

This, to me, represents an opportunity for us. It points to a maturation in the understanding process. Reporters seem to grasp that more people know what reverse mortgages are and generally how they work. What they want to know now is in which types of situations is a reverse mortgage advisable? Reporters prefer to address such questions with stories that provide a "human interest" angle. Real life examples of individuals, or couples, who have taken out reverse mortgages because they needed – or wanted – to change the circumstances under which they are living help make the point.

During my interviews, I stress that behind every reverse mortgage there is a compelling and often heart-warming personal story. I talk about Dorothy Rogers in Hampton, New Hampshire, who told us

PRESIDENT, *continued on page 6*

The **National Reverse Mortgage Lenders Association** is a national trade association that provides education, advocacy, and referral services to firms that are involved in the reverse mortgage industry.

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NRMLA Picks San Francisco for Annual Meeting

If you want to learn how to grow your reverse mortgage business – and have fun at the same time – consider making the investment to attend NRMLA's 2002 Annual Meeting.

The Annual Meeting will be held October 27-29 at the historic Sir Francis Drake Hotel, located in the heart of downtown San Francisco. Our Annual Meeting will give you the perfect opportunity to network with the brightest minds in the reverse mortgage business, and to educate yourself on what you can do to generate more loans.

NRMLA is putting together an informative agenda that will provide instruction on the following topics:

- Cutting Edge Marketing Strategies That Will Generate More Leads;
- Using Brokers to Increase Your Reverse Mortgage Volume;
- Trends In Home Modification: Helping Seniors Age In Place;
- Political & Regulatory Issues Facing the Reverse Mortgage Business; and
- Qualities and Personality Traits of Successful Reverse Mortgage Originators.

Doreen Wo Hoo, President, Wells Fargo Home Equity, San Francisco, will provide a keynote address on the future of home equity lending and its impact on America's senior homeowners.

To learn more about the conference, and how to register, contact Laura Hampton, 202-939-1788, e-mail lhampton@dworbell.com, or visit NRMLA's Web site at www.reversemortgage.org. **RMA**

PUDs: Removing a Meddlesome Barrier

There aren't many obstacles that seniors encounter when they apply for an FHA Home Equity Conversion Mortgage (HECM) – with one exception.

A borrower cannot qualify for a HECM if they live in a Planned Unit Development (PUD) that's not FHA approved. Moreover, getting approval can be costly and timely. Furthermore, spot approvals are not available for PUDs as they are for condominium units.

Fannie Mae guidelines permit a Home Keeper reverse mortgage to be made on a home located within a PUD without prior approval. HUD, on the other hand, must first approve the PUD before a HECM can be made.

HUD defines a PUD as a mixed-use residential development (i.e., housing subdivision) that includes single-family homes, rental, condominium, cooperative, and town house units.

PUDs, continued on page 7

Case Handyman® Services: A Remodeler Profile

To qualify for a reverse mortgage, a borrower's home must be in sound physical condition. Often, minor repairs are needed before the borrower can get a loan.

In general, the borrower is responsible for locating a contractor and obtaining repair bids prior to closing. For liability reasons, most lenders shy away from recommending specific contractors to complete the work.

NRMLA, however, would like to help. From time to time, *Reverse Mortgage Advisor* will profile remodeling firms that have achieved a solid reputation for providing excellent service.

The first to be profiled in this series is Case Design/Remodeling, an award-winning company that has operated since 1961. Though based in Bethesda, MD, Case Design launched a franchise service in 1992 called Case Handyman® Services, which now operates out of 30 offices nationwide.

"Our specialty is smaller-scale projects...repairing leaky roofs, window replacement, plumbing...things of that nature," said Mark Richardson, President of Case Handyman® Services. "Our goal is to provide fast, reliable service."

The company guarantees its work for up to two years.

Case Design is "very concerned" about customer satisfaction, added Richardson. "We've always operated with two things in mind. First, we listen carefully to what the homeowner has to say, and then we provide the appropriate products and services to meet those wishes. Secondly, we've always been extremely committed to raising the bar in terms of the level of professionalism in the remodeling business."

The company conducts extensive background checks of every contractor that seeks to become a Handyman® Services franchise partner. This includes scrutinizing a contractor's credit history and how it pays its suppliers, verifying that it is properly licensed and bonded, and checking with the Better Business Bureau for consumer complaints.

"When our Handymen walk into a client's home,

CASE HANDYMAN, continued on page 8

The Role of Appraisers in the Reverse Mortgage Business

Real estate appraisers play a critical role in the reverse mortgage business. An appraiser is responsible for assigning a value, and examining the physical condition, of each home that's used as collateral for a reverse mortgage.

The U.S. Department of Housing and Urban Development, which insures reverse mortgages through the FHA Home Equity Conversion Mortgage program, is very selective when approving new appraisers.

"The financial soundness of the HECM program requires an accurate determination of property value and property condition," according to HUD Handbook 4235.1, Chapter 3, which provides guidance to lenders on property analysis.

APPRAISAL REFORM

In June 1999, after uncovering instances of appraisal fraud, HUD implemented new rules to require appraisers to perform more extensive property reviews – using a new Valuation Condition checklist – to verify a home's structural soundness prior to loan closing.

In addition, appraisers must now pass a test on appraisal methods and reporting to remain on FHA's national register of approved appraisers.

HUD requires each appraiser to be state-licensed or state-certified. Each year, appraisers must reapply with FHA to remain on the register, usually at the same time they reapply for state licensing or recertification.

PLACING A VALUE ON THE HOME

Before ordering an appraisal, some reverse mortgage lenders will ask an appraiser to provide an estimate of the value of the loan applicant's property – based on its physical characteristics and the prevailing sales rates for that area – to determine whether it makes sense for the senior to pursue a loan.

"The appraiser asks for the age of the home and style, the number of bedrooms and bathrooms, and whether its brick or frame," said Carolyn Hummel, a loan officer with ComCor Mortgage Corporation,

ROLE OF APPRAISERS, continued on page 9

Issues to Consider When Underwriting HECMs

The FHA Home Equity Conversion Mortgage (HECM) looks like an easy loan to underwrite, and in most instances it is. But underwriters do uncover problems that can either delay closing of a loan, or disqualify it altogether.

Knowing these issues in advance can help reduce future headaches. To help lenders in this regard, the underwriting department at Financial Freedom Senior Funding Corporation, located in Atlanta, GA, recently described to the *Reverse Mortgage Advisor* some of the more common issues that lenders are encountering.

PLANNED UNIT DEVELOPMENT

Planned Unit Developments (*see article on page 3*) must be FHA-approved to qualify for a HECM. If not, getting approval can be costly and timely. It can be helpful to get a warranty deed from a prospective client at application. If there are mandatory special assessments and/or homeowners association dues, the property is a PUD, even if the appraiser doesn't classify it as such.

MANUFACTURED HOMES

HECMs are permitted on manufactured homes if:

- The manufactured home was constructed after June 1976;
- The HUD sticker is clearly visible;
- The structure is at least 450 square feet;
- The property is taxed as real estate (or can be reclassified from personal property to real estate, if needed, before closing).
- If it has an engineer's statement stating, "Foundation meets HUD's specifications for manufactured homes."

PRIVATE ROAD

Private roads can present a problem in most states. HUD requires the reverse mortgage client to obtain a recorded maintenance agreement, which stipulates that all persons living along the private road agree to maintain it year-round. Homeowners in Oregon and California are exempted from this rule. Sample maintenance agreements may be found

on HUD's Web site (www.hud.gov). Click on the link for the HUD Homeownership Center for the state where the home is located, and then on the letter corresponding to the issue (e.g. P for private road).

WELL/SEPTIC

FHA requires the following:

- A well and septic tank must be at least 50 feet apart, and the well at least 10 feet away from the home.
- Well water must be water tested for lead, e-coli bacteria, and nitrates/nitrites.
- A septic inspection isn't required, unless the appraiser notes a problem. All septic/well problems must be corrected before closing.
- Public water and/or sewer hook-up are required, if available, unless the estimated cost exceeds three percent of the home's value. If such a case, the requirement may be waived. To determine this, a quote from the city for the tap-in fee and a plumber's quote for the actual work must be obtained.
- If a well is shared, there must be a recorded shared well agreement. In no event may more than four people share the same well.

OIL TANK

Underground oil tanks must be tested for leakage and any leakage stopped and the area cleaned, prior to closing. A soil test or water level/oil test is acceptable.

FACE-TO-FACE MEETINGS

A face-to-face meeting with the client is required. If the counseling is done by telephone, the application should be completed face-to-face, unless the client lives more than 50 miles from the originating lender.

If this is the case, a certification stating this situation must be submitted to the underwriter. Regardless of whether the application is taken in person, the originating lender is responsible for ensuring the borrower's identity.

FLAT ROOF

Flat roofs must be inspected before closing. If the unit is a condominium, the condominium association may certify regular maintenance in lieu of inspection.

UNDERWRITING, *continued on page 6*

CENTRAL HEAT/AIR

FHA requires the following:

- Central heating is required unless the home is located in extreme south Florida.
- Any space heater or wood stove must be adequate to heat the home, and must be properly vented and installed per code.

INTERVIVOS LIVING TRUST

Reverse mortgages may be closed even if the property is held in a trust. However, the underwriter must determine whether it meets FHA/Fannie Mae guidelines and determine whether an addendum or further attorney review is needed. The complete trust should be submitted to the underwriter with the required review form. The underwriting department will fax back any conditions, or let the loan officer know whether it is okay to proceed as is. A review by the attorney/title/closing agent is recommended as well to prevent any last-minute closing problems. Such individuals may otherwise refuse to close and/or take exception to the trust on the title, which isn't allowed if the reverse mortgage is to be made.

REMOVING FROM TRUST

If a senior client elects to have his or her home taken out of the trust prior to closing, the client must sign a certification acknowledging that any title conveyance after closing could result in a default of the loan, unless the lender grants permission, and that the same guidelines would be required after closing as would be required prior to closing.

POWER OF ATTORNEY

A power of attorney (POA) must be durable and confer the power to encumber the property. A copy of the POA must be included in the loan file and must be valid (i.e., signed before the reverse mortgage application). If the POA signs the application and closing documents, the POA must attend counseling. If a client is competent, the client must also attend counseling, and sign the 1009 and the 92900-A (addendum).

GUARDIANSHIP

Court appointed guardianship must give specific permission to encumber property with a reverse mortgage. **RMA**

that each month when her Social security check arrived she had to decide between going to the grocery store or going to the pharmacy.

When she closed her reverse mortgage, the first thing she did was go to the supermarket and buy a steak.

I contrast Mrs. Rogers situation with John and Helen Foy in Redlands, CA, who used their reverse mortgage funds to add an element of fun to their lives by purchasing a sidecar, so they could travel together comfortably on their Harley-Davidson. I continue on with the story of Norman and Margaret Van Dine in Nobleboro, ME, who added a downstairs bedroom to their home to avoid the trek up to the second floor, and to have more room for visits from family members. Then there's Helen Rouse in Atlanta, GA, who was saddled with debt from a first and second mortgage, and significant medical bills – until she paid them all off with a reverse mortgage.

This strategy seems to be working. Reporters are helping us get out our message that reverse mortgages are an extremely flexible personal financial management tool that helps a lot of people in a lot of different ways.

There's only one problem with this approach. I'm running out of stories. Although reverse mortgage volume is growing at an ever-increasing pace, NRMLA members have been slow in providing consumer case studies to us. Our ability to "fuel" the consumer education campaign is directly related to the number of borrower profiles that we have available to feed to members of the press.

We need your help. If you continually provide us with information about your clients (with their permission, of course) we can generate press that will help your business grow. If we run out of fresh stories, sooner or later (probably sooner), the reporters will have heard enough from us. Don't let that happen. **RMA**

A development is categorized as a PUD if:

- A homeowners' association owns title to, or leases, common areas/facilities on the property (e.g., pool);
- Membership in the homeowners' association is mandatory;
- Residents vote on the operation of the association; and
- A membership fee, or other special assessment, is charged to each resident.

"Most people don't even realize they're living in a PUD when they find out," according to reverse mortgage lender Rick Roode, of Reverse Mortgages of Pennsylvania, Feasterville, PA.

A lender can check on the Internet, at the FHA Connection Web page, <https://entp.hud.gov/clas>, to determine whether a particular PUD is approved.

Borrowers living in a retirement, or gated community – common in states like Florida, Arizona, Pennsylvania, and California, which have large senior populations – are often impacted.

OBTAINING PUD APPROVALS

HUD Handbook 4150.2, Chapter 9, provides guidance to lenders on identifying a PUD, and how to obtain a HUD approval for one.

Roode, though, usually recommends against trying to seek HUD approval.

"It's not worth the headaches," he noted. "You have to hire an attorney to handle all the paperwork, which can cost several hundred, or even in excess of a thousand dollars. And there's only a 50/50 chance HUD will grant the approval, which isn't good odds when you're spending that much money."

A borrower must also seek approval from the homeowners' association to get the PUD approval because HUD approves an entire residential community as a PUD, not just the borrower's residence.

HUD, in many cases, will deny a PUD approval if the homeowners' association's bylaws conflict in any way with FHA policies.

"HUD could have a problem with just one sentence," said Roode.

"Nonetheless, homeowners' associations are very reluctant to modify their bylaws for just one resident."

No statistics could be compiled for this article to provide a clear indication of how many PUDs there are in the United States. However, Roode alone said he has to turn away dozens of prospective clients each year because they live in PUDs that aren't FHA approved.

POLICY OPTIONS

For many seniors, and lenders especially, the PUD issue has been a source of anxiety. NRMLA, beginning last year, has raised the issue with the FHA Commissioner, and his staff.

NRMLA has heard unofficially from a HUD staff person that the Department drafted a new regulation that would permit FHA loans on units in non-FHA approved PUDs.

Another option that's currently being examined by NRMLA is to work with HUD to develop a "spot approval" process for PUDs, specifically for HECMs.

Lenders, like Roode, have been advocating a spot PUD approval program for several years.

"It actually makes more sense to insure loans on PUDs instead of condos," said Roode. "At least with a PUD, the homeowner owns the land under their unit." **RMA**

THERE AREN'T MANY OBSTACLES THAT SENIORS ENCOUNTER WHEN THEY APPLY FOR AN FHA HOME EQUITY CONVERSION MORTGAGE (HECM) – WITH ONE EXCEPTION. A BORROWER CANNOT QUALIFY FOR A HECM IF THEY LIVE IN A PLANNED UNIT DEVELOPMENT (PUD) THAT'S NOT FHA APPROVED. MOREOVER, GETTING APPROVAL CAN BE COSTLY AND TIMELY. FURTHERMORE, SPOT APPROVALS ARE NOT AVAILABLE FOR PUDS AS THEY ARE FOR CONDOMINIUM UNITS.

The top five HECM originators (retail production only) through April 30, include: Financial Freedom Senior Funding Corp., Irvine, CA, which originated 2,254 endorsed loans; Wells Fargo Home Mortgage, Inc., Hemet, CA (1,480 loans); Seattle Mortgage Company, Seattle, WA (384 loans); BNY Mortgage Company LLC, East Paterson, NJ (324 loans); and Seniors First Mortgage Company, Richmond, VA (137 loans).

NRMLA members can access HUD's HECM activity reports (they're in PDF format) in the Member's Only section of our Web site at www.reversemortgage.org.

NRMLA PUBLISHES NEW CONSUMER BOOKLET

NRMLA has published a new consumer booklet for seniors that tries to answer some of the more common questions that people ask when researching reverse mortgages.

The booklet – titled *Just the FAQs: Answers to Common Questions About Reverse Mortgages* – discusses eligibility requirements; the costs associated with getting a reverse mortgage; how reverse mortgage proceeds are commonly used; who owns title to the home; how interest rates are determined; and how much is owed when the loan comes due.

This is the third guide published by NRMLA. The previous two were *The NRMLA Consumer Guide to Reverse Mortgages*, and *Using Reverse Mortgages for Health Care: A NRMLA Guide for Consumers*.

To order copies of any of the guides, particularly the new one, to distribute to clients, contact Laura Hampton, 202-939-1788, lhampton@dworbell.com.

OPM LAUNCHES FEDERAL LONG TERM CARE INSURANCE PROGRAM

The Office of Personnel Management, which oversees the federal workforce, unveiled a new Federal Long Term Care Insurance Program on March 25 that will enable more than 20 million existing and former federal employees, and immediate family members, to purchase long-term care insurance coverage.

For lenders, this offers a unique opportunity to market reverse mortgages – the proceeds of which could be used to purchase long-term care coverage – to retired federal employees, or to partner with insur-

ance companies participating in OPM's program.

The long-term care insurance is being underwritten through Metropolitan Life Insurance Company, New York, and John Hancock Life Insurance Company, Boston, MA.

To view more information about the initiative, go online to <http://www.opm.gov/pressrel/2002/MO-LTC2.asp>.

SINGLE NATIONAL LOAN LIMIT LEGISLATION MOVING FORWARD

U.S. Rep. Marge Roukema (R-NJ), chair of the House Financial Services Committee's Housing & Community Opportunity Subcommittee, held the last of three hearings March 24 on the Housing Affordability for America Act of 2002 (H.R. 3995), the bill that includes an amendment to establish a single national loan limit for HECMs.

Support for the legislation – and our HECM amendment – is growing.

H.R. 3995 would replace the existing system of loan limits that vary by county under the HECM program. The Roukema bill would establish a nationwide loan limit equal to the current FHA high-cost area limit, which this year is \$261,609. **RMA**

CASE HANDYMAN, continued from page 4

they wear a security badge, which tells the homeowner that they're dealing with a reputable organization," added Richardson. In recognition of its service, Case Design was awarded 2002 Contractor of the Year honors by the National Association of the Remodeling Industry.

Though Case Handyman® Services derives much of its business east of the Mississippi River, the company is expanding into Southern California, Florida, and other parts of the Midwest and Pacific Northwest.

"Our goal is to double the number of franchise offices we approve, which would put it at 60, by the end of the year," said Richardson.

To learn more, or to locate the nearest Case Handyman® Services franchise visit www.casedesign.com. **RMA**

Hoffman Estates, IL. "He'll then compare the applicant's home with others like it in the area, and then assign a value to the property based on home sales figures that he has for the previous six months."

A good appraiser can usually provide a rough estimate within \$2,000 to \$3,000 of a home's true value, according to Randy Odom, a loan officer with Tara Mortgage Corporation, Pensacola, FL.

"My appraiser doesn't charge me anything for making a preliminary estimate, though I'm sure others might," noted Hummel. "I ask for a preliminary appraisal because a lot of my clients use their reverse mortgage to pay off an existing first mortgage. I don't want them to pay \$300 for a full appraisal if the estimate indicates they won't qualify for a large enough reverse mortgage to pay off their existing mortgage debt."

APPRAISAL FEES

According to HUD, lenders may charge the borrower only what is customary and reasonable in the area where the appraisal is being conducted.

Appraisal fees generally range between \$300-\$400, according to lenders interviewed for this article. If the appraiser uncovers property defects that require repair, the borrower must hire a contractor to complete the repairs. Once the repairs are done, the same appraiser is paid for a second visit to make sure the repairs have been completed.

Appraisers generally charge \$50-\$75 dollars for the follow-up examination, often referred to as a "repair call back fee."

HIRING THE APPRAISER

Generally, the appraiser is hired by the reverse mortgage lender. However, some lenders do permit the loan applicant to select the appraiser.

"If you do that, you have to double check the appraiser is FHA approved," said Joe Kitchen, President, Senior's Equity Income, Inc., Granger, IN. "I personally like to use only appraisers who I've worked with because I know for sure they'll do a good job."

The number of appraisers a lender works with depends largely on its service area. "I work with eight different appraisers," added Kitchen, who originates loans in Indiana, Illinois, Michigan, and Ohio.

On the other hand, Randy Odom, who originates

loans mostly in the Pensacola, FL area for Tara Mortgage Corporation, relies on just one FHA HECM appraiser.

"He is a very qualified appraiser and I rely on him because he waives the normal \$75 repair call back fee," said Odom. "His mother is a senior citizen living on limited income. He identifies with the economic needs of seniors. So I use him because he provides potential cost savings to my clients."

To locate an FHA approved appraiser, go online to <https://entp.hud.gov/idapp/html/apprlook.cfm>. **RMA**

MCAULIFFE PROFILE, *continued from page 1*

notes McAuliffe, an Air Force and Korean War veteran.

Last year, McAuliffe made the decision to buy a new airplane kit. Not only was McAuliffe buying a plane, he was building it, too.

Lacking sufficient funds to make the purchase, he decided to apply for a reverse mortgage with American Reverse Mortgage, Ocala, FL.

W.L. Pulsipher, President of American Reverse Mortgage, advised McAuliffe to get an FHA Home Equity Conversion Mortgage.

However, the appraiser soon discovered that Love's Landing was a non FHA approved Planned Unit Development (PUD). Because of this, McAuliffe was informed he couldn't get the HECM.

"I was told I couldn't get the loan," explains McAuliffe, "so I started calling the Atlanta Homeownership Center over and over until they finally relented by agreeing to approve my application as a diminimus PUD."

Says McAuliffe: "I kept telling them that their existing policy on PUDs doesn't make any sense whatsoever. I told the people in Atlanta that HUD should be helping seniors get reverse mortgages, not placing these obstacles in our way."

Finally, after weeks of persistent phone calls and letters, McAuliffe got his reverse mortgage, as a line of credit, enabling him to purchase a Glastar single-engine, two-seat airplane kit.

"Persistence does pay," he noted. **RMA**

CONFERENCE REGISTRATION FORM
National Reverse Mortgage Lenders Association 2002 Annual Meeting
October 27-29, 2002 • The Sir Francis Drake Hotel, San Francisco, CA

Please complete a separate form for each registrant.

FIRM _____

FIRST NAME _____ LAST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL ADDRESS _____ WEB SITE _____

CONFERENCE REGISTRATION

Registration fee includes all conference sessions, Opening Reception on Sunday, October 27, and Luncheon on Monday, October 28.

Early Registration (Paid by September 27)

- NRMLA Member - \$475
- Non-Member - \$595

Regular Registration (Paid after September 27)

- NRMLA Member - \$575
- Non-Member - \$695

Post-Conference Workshop: October 29, 1-3pm
"Getting Started In Reverse Mortgages" (SEPARATE REGISTRATION FEE)
 NRMLA Member - \$50 Non-Member - \$50

PAYMENT INFORMATION

- Check Payable to NRMLA Visa Master Card American Express

CARD NUMBER _____ EXP. DATE _____

NAME ON CARD _____ SIGNATURE _____

CANCELLATION POLICY: All registration cancellations must be in writing — e-mail, mail or fax. Full refunds issued for cancellations received before **September 27, 2002**. A \$150 deducted for cancellations received **September 28 – October 4**. No refunds issued for cancellations received after **October 4**.

HOTEL RESERVATIONS: NRMLA has reserved a block of rooms at the special rates of \$159 for Deluxe and \$319-\$699 for Suites. Please contact The Sir Francis Drake Hotel, 450 Powell Street, San Francisco, CA 94102, directly, 415-392-7755 and mention that you're attending the National Reverse Mortgage Lenders Association Annual Meeting. The cutoff for room discounts is October 4.

TRAVEL: NRMLA has made arrangements for discounted airfares on United Airlines and Southwest Airlines. Please call United Airlines at 1-800-521-4041 and cite meeting code 549-TE, or call Southwest Airlines at 1-800-433-5368 and cite event code J6972. To rent a car, contact Hertz, 1-800-654-2240 and cite meeting code CVO2PP0008.

Mail your registration and check or credit card payment to:
National Reverse Mortgage Lenders Association • 1625 Massachusetts Ave., NW, Suite 601 • Washington, D.C. 20036-2244
Registrations paid by credit card may be faxed to 202-265-4435 • Phone if you have questions: 202-939-1760

SUNDAY, OCTOBER 27

- 3 p.m. **GENERAL SESSION**
Opening Remarks
- 3:15 p.m. **State of the Market for Reverse Mortgages**
It's shaping up to be a record year for reverse mortgage production. Panelists will discuss trends in the marketplace and their impact on business in 2003.
- 4:00 p.m. **Understanding Our Clients: The Aging Process and Its Impact on Decision Making**
Understanding the sociological and physical changes that occur with aging and how they impact a senior's decision-making process is critical to being a successful reverse mortgage originator. Learn about the behavioral changes that occur and how to accommodate them in your marketing approach.
- 6-7 p.m. **Cocktail Reception**

what steps you can take to ensure your client is getting a fair deal.

2:30 p.m. **Break**

- 2:45 p.m. **CONCURRENT WORKSHOPS**
Qualities and Personality Traits of Successful Reverse Mortgage Originators
Looking to expand your reverse mortgage staff? Our panel of lenders will discuss the qualities and personality traits to look for in a successful reverse mortgage originator.

Using Brokers to Increase Your Reverse Mortgage Volume

Brokers are becoming more actively involved in the reverse mortgage business. This session will focus on the role that brokers may play, how they can be compensated and the regulatory issues you need to be aware of if working with brokers.

4:00 p.m. **Adjourn for the Day**

MONDAY, OCTOBER 28

- 9 a.m. **GENERAL SESSION**
Keynote Address: The Future of Home Equity Lending and Its Impact on America's Senior Homeowners
Doreen Wo Hoo, President of Wells Fargo Home Equity, will discuss trends and the future outlook for home equity lending and its impact on America's older population.
- 9:45 a.m. **NRMLA Town Meeting: Political & Regulatory Issues Facing the Reverse Mortgage Business**
NRMLA's Executive Director, General Counsel and leadership will discuss current political and regulatory issues, the association's strategy for dealing with them, and how they might impact your business.
- 10:45 a.m. **Break**
- 11 a.m. **Cutting Edge Marketing Strategies That Will Generate More Leads**
Edward Pittock, President of the Society of Certified Seniors Advisors, will present cutting-edge information about seniors that will help you prepare marketing materials and develop a system to generate referrals.
- 12:15 p.m. **Networking Luncheon**
- 1:30 p.m. **CONCURRENT WORKSHOPS**
Working With Financial Planners to Service Higher-End Clients
Financial planners can provide a steady source of business, particularly in serving the needs of seniors living in higher-priced homes. Learn how to cultivate and develop those relationships.
- Gaining a Proper Understanding of Annuities and Other Insurance Products**
Seniors occasionally use reverse mortgages to purchase annuities, long-term care coverage or other insurance products. Learn how these insurance products work, who provides them, and

TUESDAY, OCTOBER 29

- 9 a.m. **GENERAL SESSION**
Trends In Home Modification: Helping Seniors Age In Place
Reverse mortgages are an excellent financing source for completing home modifications. Home modification includes renovation and installation of products to make a home safe and more "senior-friendly". This panel will focus on common types of modifications that seniors are undertaking to make their homes better accommodate them as they age-in-place, including enhancing accessibility, making kitchens and bathrooms safer, adding ground floor bedrooms, and widening doorways.
- 10:00 a.m. **Reverse Mortgage News From AARP**
Representatives from AARP will discuss their plans and concerns regarding reverse mortgages, including improving the consumer counseling process.
- 10:30 a.m. **Break**
- 10:45 a.m. **Strategic Networking: Partnerships That Will Help You Build Your Reverse Mortgage Business**
Various types of professionals could better assist seniors with their financial and healthcare needs if they were more knowledgeable about reverse mortgages. This panel will identify allied professions, and discuss how you can educate them and generate business.
- Noon **Main Conference Adjourns**
- 12:30-4 p.m. **Board Meeting**
- 1-3 p.m. **Getting Started In Reverse Mortgages: Opportunities for Loan Originators and Mortgage Brokers In the Reverse Mortgage Business** *(Separate registration)*
This is an introductory course for mortgage originators, and other professionals, who want to learn the basics about reverse mortgages.

New Members

National Reverse Mortgage Lenders Association welcomes the following new members:

Intermountain Mortgage Company, Inc.

Based in Billings, MT, Intermountain Mortgage Company, Inc. is one of the largest lenders in Montana. The company has originated reverse mortgages since 1993 mainly in Montana and parts of Wyoming. In addition to reverse mortgages, Intermountain originates conventional and government-insured home purchase loans, home equity and debt consolidation loans, home improvement loans, etc. To learn more, contact Julie Okragly, 800-660-5138, e-mail jokragly@intermountaininc.com. Web site: www.intermountaininc.com.

Federal Mortgage & Investment Corp.

Based in Clifton, NJ, Federal Mortgage & Investment Corp. (FMIC) is a family-owned mortgage banking firm that's been in business since 1973. In addition to reverse mortgages, FMIC originates home improvement loans and first mortgage refinancings. The company is licensed in New Jersey, New York, and Connecticut. To learn more, contact Anthony Accavallo, 973-777-7784, e-mail fmiman@aol.com. Web site: www.federalmtg.com.

Crawford Contractor Connection

Based in Jacksonville, FL, Crawford Contractor Connection (CCC) is a subsidiary of Crawford & Company, the world's largest independent risk and claims management corporation. CCC manages a nationwide network of home improvement contractors, who operate in every state but Montana. The company joined NRMLA because it provides mandatory repair services for several of our members' senior clients. To learn more, contact Ray Scott, 904-394-6267, e-mail scott.ray@contractorconnection.com. Web site: www.contractorconnection.com/home.htm.

Amston Mortgage Company, Inc.

Based in Colchester, CT, Amston Mortgage Company, Inc. is a fully licensed mortgage broker that originates reverse mortgages in Connecticut, Massachusetts, and New York. Founded in 1995, Amston specializes in originating reverse mortgages only. To learn more, contact Todd Walters, 800-625-8633, e-mail jtoddwalt@snet.net. Web site: www.amstonmortgage.com.

Alliance Guaranty Mortgage

Founded in 1958, Alliance Guaranty Mortgage, Aurora, CO, originates reverse mortgages, conventional and government-insured home purchase loans, and home equity loans. The company originates reverse mortgages in Colorado only. To learn more, contact Donald Griffith, 303-785-2800, e-mail info@allianceguaranty.com. Web site: www.allianceguaranty.com.

Mortgage Corporation of Ohio

Based in Worthington, OH, Mortgage Corporation of Ohio (MCO) is a licensed mortgage banker that specializes in FHA, VA and conventional financing. MCO originates reverse mortgages, FHA 203(k) renovation mortgages, construction loans, and home purchase loans in Ohio only. To learn more, contact Tina Vogel, 614-431-3499, e-mail tlvmco@netwalk.com. Web site: www.mortgagecorpofohio.com.

HomeStreet Bank

Founded in 1921, HomeStreet Bank, Bellevue, WA, is one of the largest privately-owned banks in the Northwest. In addition to reverse mortgages, HomeStreet Bank originates home purchase loans, home equity loans, and commercial loans. To learn more, contact Dale Peterson, 425-453-7633, e-mail dale.peterson@homestreetbank.com. Web site: www.homestreetbank.com.

Continental Funding Corporation

Based in Stoughton, MA, Continental Funding Corporation originates home purchase loans, refinances, second mortgages, commercial loans, small business loans, condo loans, and debt consolidation loans. The company just got into the reverse mortgage business in April. To learn more, contact Howard Miselman, 781-344-4846, e-mail mslmn7@aol.com. Web site: www.capeloan.com.

Frontier Bank

Based in Everett, WA, Frontier Bank is a \$1.7 billion asset institution that has focused primarily on commercial lending since its founding in 1978. However, Frontier expanded into the reverse mortgage business in April 2002 after hiring Jerry Dawson, a reverse mortgage loan originator for the past six years. To learn more, contact Dawson, 425-514-0804, e-mail jdawson@frontierbank.com.

Briefs

NRMLA Web Site Generating Many Hits

Data collected by Brett Gerstein, NRMLA's Director of Web Development and eBusiness, shows that more than 2,000 consumers are accessing the association's Web site each week to learn about reverse mortgages.

Almost half go directly to the Lenders' List on our site, which names NRMLA members offering reverse mortgages in each state, with contact information for consumers. Many members say they are consistently receiving consumer leads as a result of their listing on NRMLA's Web site.

To get your company listed, contact Laura Hampton at 202-939-1788, lhampton@dworbell.com. 