



REVERSE MORTGAGE FUNDING TO CO-HOST WEBINAR FOR FINANCIAL ADVISORS

Financial planning expert John Salter to offer insights into how a Home Equity Conversion Mortgage (HECM) can be used as a portfolio protection strategy

BLOOMFIELD, N.J. – (May 12, 2015) – Reverse Mortgage Funding LLC (“RMF”), a leading provider of Home Equity Conversion Mortgage (HECM) products (commonly called reverse mortgages), in conjunction with Financial Experts Network, today announced it will host a free webinar, “Standby Reverse Mortgages: A Portfolio Longevity Strategy,” to educate financial advisors on how a HECM loan can be used as a portfolio protection strategy. The live webinar will take place on Wednesday, May 27 from 4:00 to 5:30 p.m. EST. Participants will have the opportunity to earn 1.5 continuing education (CE) credits for Certified Financial Planners (CFP).

The webinar will be hosted by Tom Dickson, founder of Financial Experts Network, and will feature wealth manager Dr. John Salter, CFP, AIFA, Associate Professor of Financial Planning at Texas Tech University. Dr. Salter, along with Shaun Pfeiffer and Harold Evensky, authored the research project *Standby Reverse Mortgages: A Risk Management Tool for Retirement Distributions*, which was published in the Journal of Financial Planning. During the webinar, Dr. Salter will discuss the research and how the FHA-insured HECM “standby” line of credit is an effective financial alternative for consumers to leverage without having to sell off their assets. Through the research study, Dr. Salter and his colleagues found that this strategy optimized portfolio survival rates by nearly 30 percent.

“We are thrilled to partner with Financial Experts Network and Dr. Salter to help educate financial advisors about this effective strategy,” said Richard Thorpe, National Sales Leader of RMF’s Distributed Retail channel. “We think this webinar is very important to all financial planners as Dr. Salter is one of the most informed financial planners in the nation when it comes to HECMs. In addition to offering an in-depth overview of his team’s research on HECMs and their use as a financial planning tool, Dr. Salter will share real life examples of individuals who have successfully leveraged this strategy to meet or exceed their cash requirements.”

The webinar will also highlight the features of a HECM line of credit in comparison to a traditional home equity line of credit (HELOC), and offer insights into when to draw on a HECM line of credit to optimize client outcomes.

As an added feature of the webinar, Dennis Channer, Principal at Cornerstone Investment Advisors, LLC, will share his views on HECM loans and an example of how a couple, ages 64 and 70, have used a HECM loan to refinance their debt. The MoneyGuidePro reports used to analyze the options for this couple will be shared during this webinar.

Interested participants can register today at www.financialexpertsnetwork.com/standby.

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About Reverse Mortgage Funding LLC

Reverse Mortgage Funding LLC (NMLS ID #1019941) was established in July 2012 and is led by industry veterans Craig Corn, Robert Sivori, and David Peskin. These executives have an average of more than 20 years of experience in the industry. The company's objective is to help older Americans fund their retirements by providing innovative reverse mortgage products and services and offering a transparent, informative lending experience that inspires confidence and trust. Headquartered in New Jersey, RMF also has offices in New York and California. Learn more by calling (877) 820-5314 or visiting www.reversefunding.com.

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