



Discover a great financing option that can help you sell more homes.

Home Equity Conversion Mortgage (HECM) for Purchase loans can help you capture mature buyers, expand the pool of homes you're able to show them, and close more sales.

Commonly known as a reverse mortgage, this FHA-insured* loan option can make it easier for home buyers age 62 and older to afford the home and location they really want—while preserving more of their retirement assets.

Why it pays to discover HECM for Purchase:

- 1** **More foot traffic.** Sales teams that advertise HECM for Purchase seminars increase model-home traffic, whether potential buyers use the loan option or not.
- 2** **More buyers with more purchasing power.** For those who don't have enough cash to buy in your community, HECM for Purchase helps them afford the home they want, with the upgrades and the features they desire.
- 3** **More referrals.** HECM for Purchase buyers are likely to recommend the option to friends who are considering right-sizing, further expanding your referral contacts.

Reverse Mortgage Funding LLC (RMF) is one of the nation's top reverse mortgage lenders, and we're experts with this sales strategy. We work with homebuilders and real estate professionals across the nation to help increase their sales with mature buyers—and we have loan officers in your community, ready to work with you and your clients.

Let us coach you in this effective sales strategy. I can answer all of your questions about HECM for Purchase—and show you how we can work together to convert shoppers into buyers.



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