

Senior Freedom Inc.

Conference Call 8/19/2014 10 am

Call in number 716-274-3400 Code 122150

- 1) FHA required wording in Printed marketing material
 - a) FHA now requires certain information be provided in printed marketing materials
 - b) Mortgagee letter 2014-10 details the required information
 - c) Makes door hangers and mailouts more difficult with the added language
 - d) SFI website has had the required information added
 - e) About the only thing exempted is business cards, unless they include loan information
 - f) We have contacted our AE's to get the exact wording they recommend be added

- 2) Facebook marketing
 - a) If you're not on Facebook you should be
 - b) Allows you to reconnect with people from your distant past, all the way to grade school
 - c) Step 1, "Like" the SFI page on Facebook, Step 2, "Share" the SFI postings on your timeline

- 3) Dealing with Borrower's children who don't like the idea of a reverse mortgage
 - a) Kids are usually the number one reason people decide not to do a reverse mortgage
 - b) Usually it becomes apparent that Mom & Dad's house is the kid's only inheritance
 - c) You ideally need to meet with the kids and parents at the same time
 - d) Ask the kids what other options they have available to help Mom & Dad
 - e) A traditional equity loan is often not available because they can't qualify
 - f) They can treat the HECM as a traditional equity loan by making payments
 - g) People choose a reverse because they need it, identify that need for the kids
 - h) Putting the kids on the spot in front of their parents
 - i) It's not an impossible situation

- 4) Scanning docs and uploading to the Notes section of RV
 - d) Files need to be as small (memory) as possible, about 100 -130kb per page
 - e) Scanner settings to 100 dpi and B & W or grayscale
 - f) If you can't get scanner settings figured out, let Pat know and he will help you
 - g) What will need to be sent to Pat: Scanner brand and model number