

# **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