

Reverse Mortgages & Home Equity Management *In Context*

Course Code: 563

3 Continuing Education Credits — 3 hours

"Home is headquarters for the 21st-Century's new unretirement, so successful real estate owners must be innovative Home Equity Managers...a role that has not been taken seriously before." — PJ Wade

Whether you are "pro" or "con" reverse mortgages, they are here to stay and they are an increasingly high-profile real estate and estate planning alternative. Property owners from "house rich/cash poor" to "high net worth" will research and consider these financial, lifestyle, and wealth management tools as they decide how to increase, preserve, and spend the equity in their homes and other real estate. Which roles will you and your services play in this new dynamic?

Canada's reverse mortgage market is projected to expand into the \$billions over the coming decades. Home Equity Management is already a 21st-Century essential, especially since living to age 100 is no longer news and "aging in place" is a globally-accepted lifestyle.

Professional awareness of *Home Equity Management* (HEM) concepts and strategies enriches delivery of relevant, timely client services and enhances "on target" marketing. Knowledge of exactly how reverse mortgages can be "best friend or worst enemy" and an understanding of which HEM misconceptions are expensive for professionals and property owners alike can contribute to:

- Improved client loyalty through valued practical advice, particularly when working with multi-generation families
- Increased marketing effectiveness across generations and the lifestyle continuum
- Enhanced professional communication and adaptability, professionally and personally, online and off
- Decreased liability and improved forecasting and succession strategizing.

"Reverse mortgages are not as complex as the financial, real estate, lifestyle, and wealth management decisions that revolve around them."

— PJ Wade

To book PJ Wade: priority@TheCatalyst.com

Reverse Mortgages & Home Equity Management, In Context (cont'd)

"The phrase, 'Best friend, worst enemy,' captures the extremes of reverse mortgage realities, but there's a lot more to these equity management tools—much of which is essential knowledge for extended living." — PJ Wade

Topics include:

- What is a reverse mortgage, and why should all property owners and their professional advisors understand the advantages and pitfalls associated with these equity management tools?
- What is Home Equity Management and why is it The 21st Century Essential?
- Why is a reverse mortgage either a "best friend" or "worst enemy," but not much in between?
- What types of reverse mortgages are there?
- Who is an ideal candidate for reverse mortgages and who is not?
- Why is "aging in place" a cross-generation concept, not an age-related default?
- What are the key terms and conditions in a reverse mortgage contract?
- How can knowledge of reverse mortgages be useful in marketing?
- Why is 21st-Century thinking essential to sound decisions about reverse mortgages, succession, your future, and everything else?

© Copyright 2012 PJ Wade, TheCatalyst.com. All rights reserved.

- ◇ *Bonus:* Learn how Case Studies can be powerful tools for introducing home equity management to property owners while proving your professional value to clients.
- ◇ *Resources:* "Reverse Mortgages: Best Friend, Worst Enemy...Your Choice!" (CatapultPublishing.com); Blog — www.BestFriendWorstEnemy.com.
- ◇ *Disclaimer:* PJ Wade and The Catalyst do not sell reverse mortgages, or refer consumers or professionals to reverse mortgage lenders for remuneration.

About Facilitator & Catalyst PJ Wade

Futurist & Strategist PJ Wade is a leading international authority on equity management, the new "unretirement," and related essential Forward Thinking issues. PJ earned her title "The Catalyst" by translating the dynamic impact of boomers and their multi-generation families into relevant insights that start professionals and consumers thinking about their individual and collective futures.

Author of 8 books and more than 1800 published articles, PJ's latest business book is "What's Your Point?" (CatapultPublishing.com). An experienced researcher, educator, and public speaker, PJ has developed a curriculum of professional development and strategic business programs for professional advisors, executives, managers, and entrepreneurs that prepares them to anticipate emerging client needs and to harness future trends.

For more, visit www.TheCatalyst.com/continuingeducation.html