

# Social Media and Training at Plaza



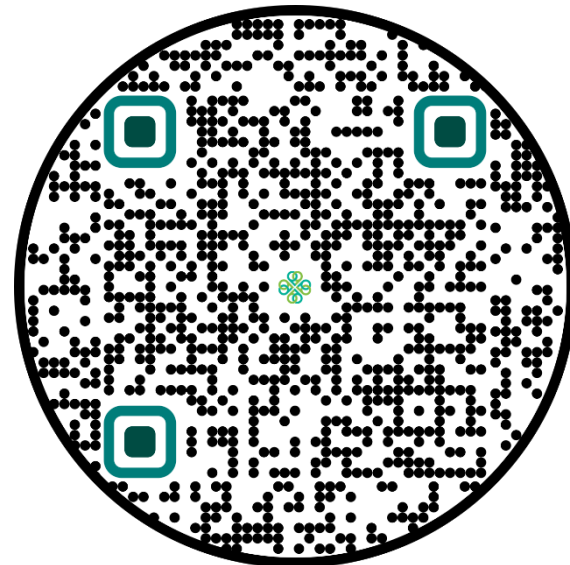
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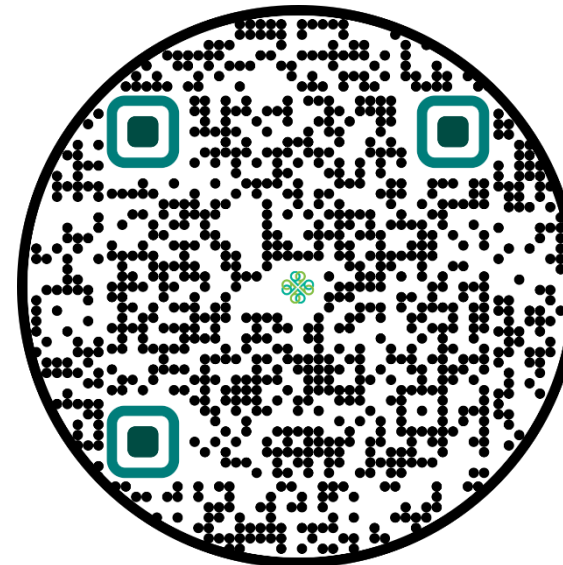


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Training Calendar



# Reverse Mortgage Industry Update

Plaza's Loan Origination Partners

February 2025

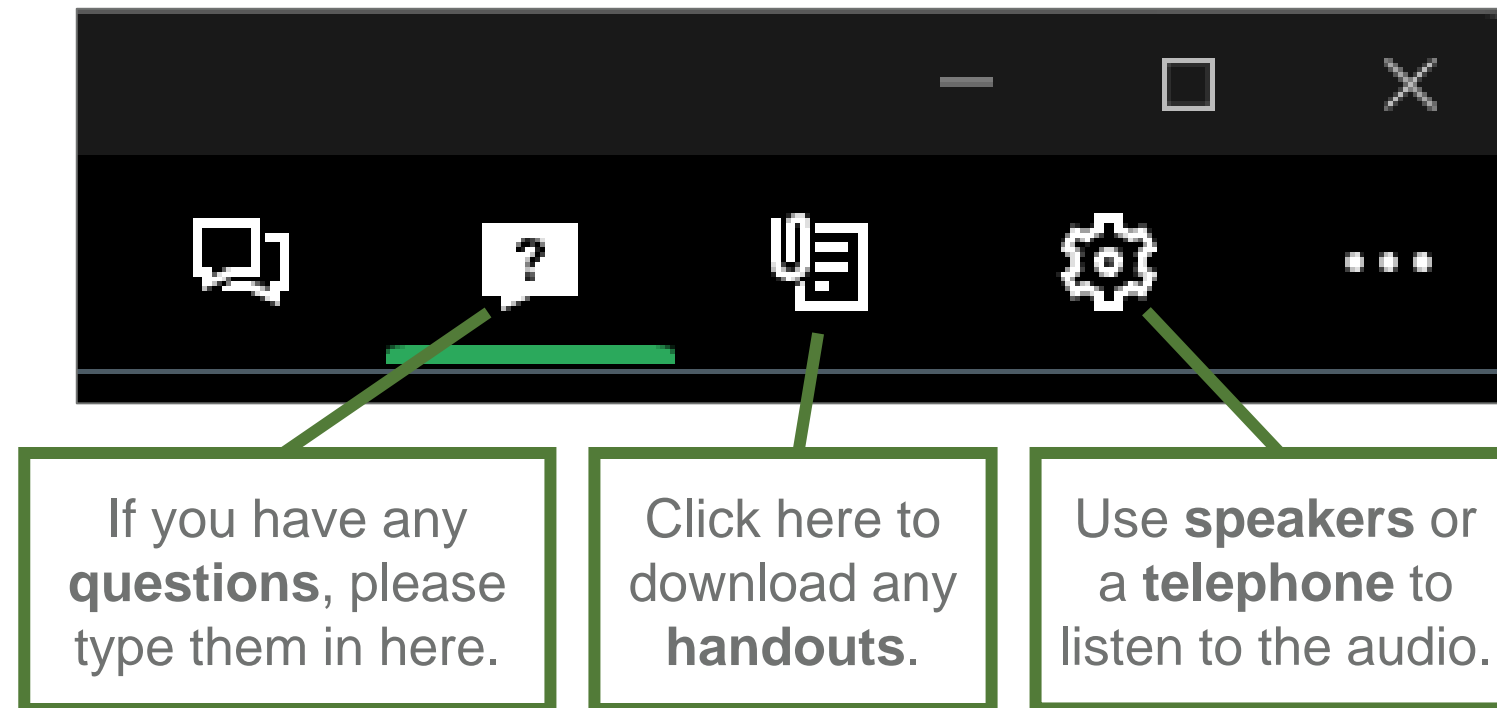
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# Presenters



**Mark Reeve**

VP, Reverse Mortgage Division  
Plaza Home Mortgage



**Jon McCue**

Director of Client Relations  
Reverse Market Insight



**Shannon Hicks**

Cofounder Reverse Focus  
Editor in Chief HECMWorld

# Agenda

A decorative graphic on the left side of the slide consisting of three white circles connected by thin grey lines, with the lines extending slightly beyond the top and bottom circles.

Notable Industry Happenings in 2024

Forecast for 2025

Originating in a Challenging Market



# What is a Reverse Mortgage?



A HECM (Home Equity Conversion Mortgage) is a special type of mortgage that enables **homeowners aged 62 or older to tap into the equity in their home.**



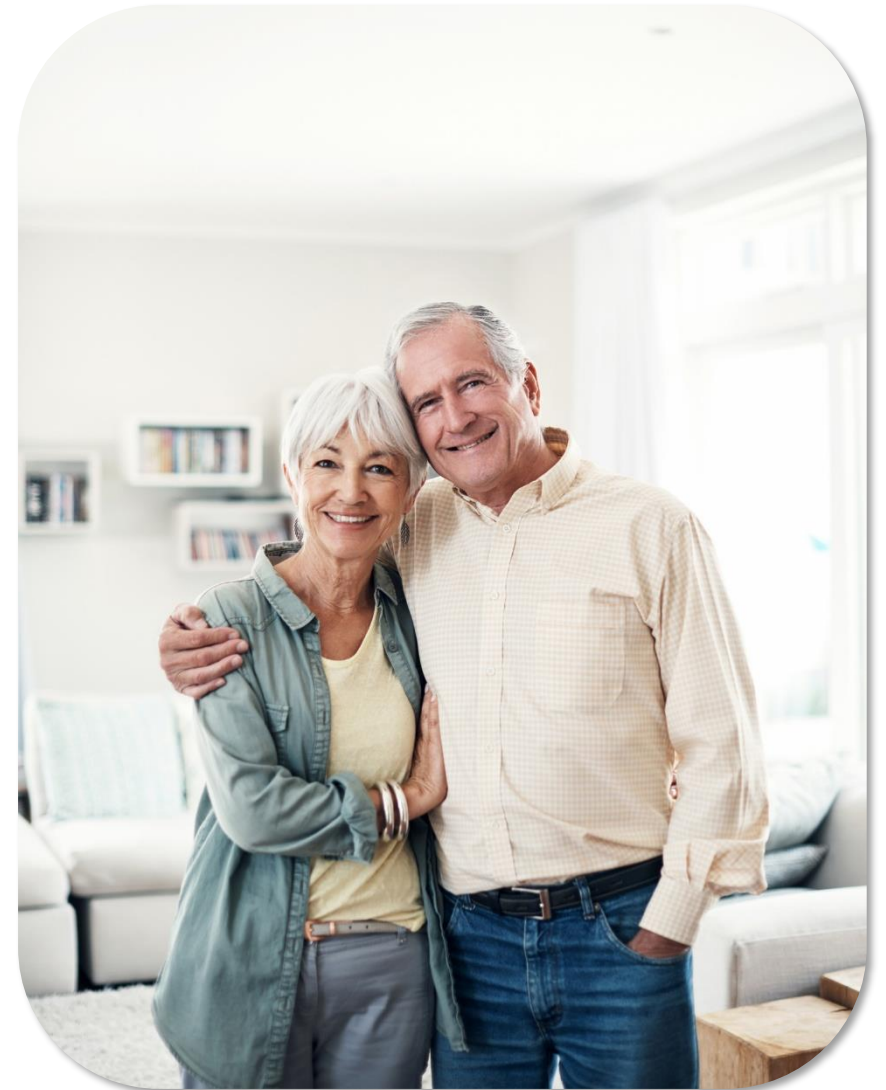
Unlike traditional home loans, no repayment of the HECM loan is required until the borrower no longer occupies the home as their principal residence.



At that time, the lender will declare the mortgage due and payable.



What is borrowed plus interest is due to the lender, any remaining equity remains with the estate.



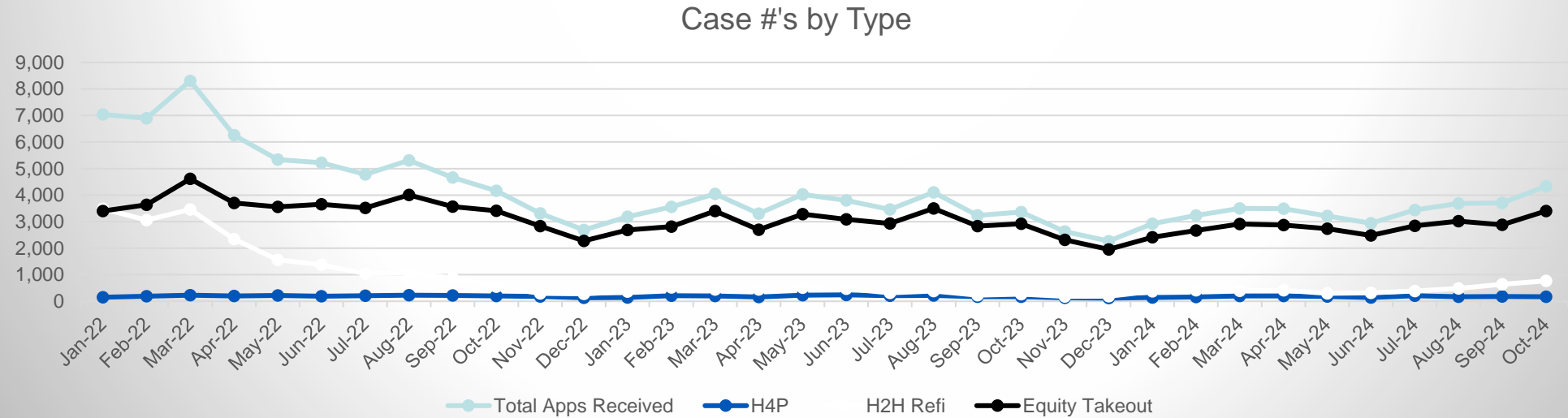
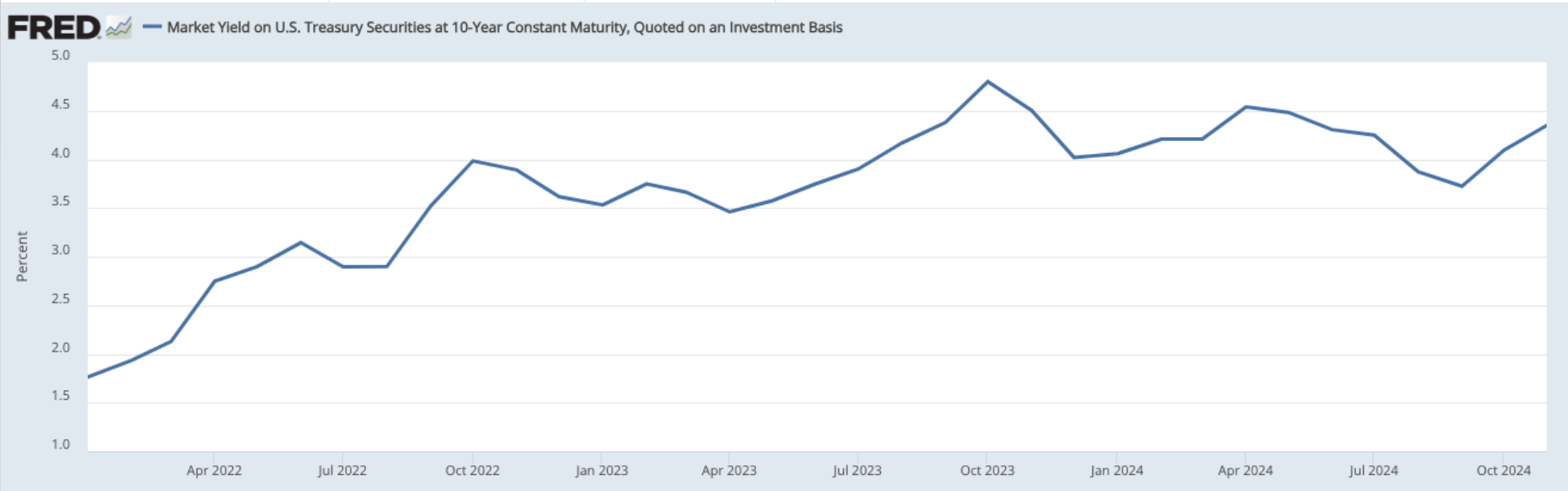


## Reverse Mortgage Industry Update

What does the industry look like, and what is the  
Importance of brokers for its growth?



# Rates vs Case Number Assignments Jan. 2022 – Oct. 2024



10 YR CMT sourced from <https://fred.stlouisfed.org/series/DGS10>

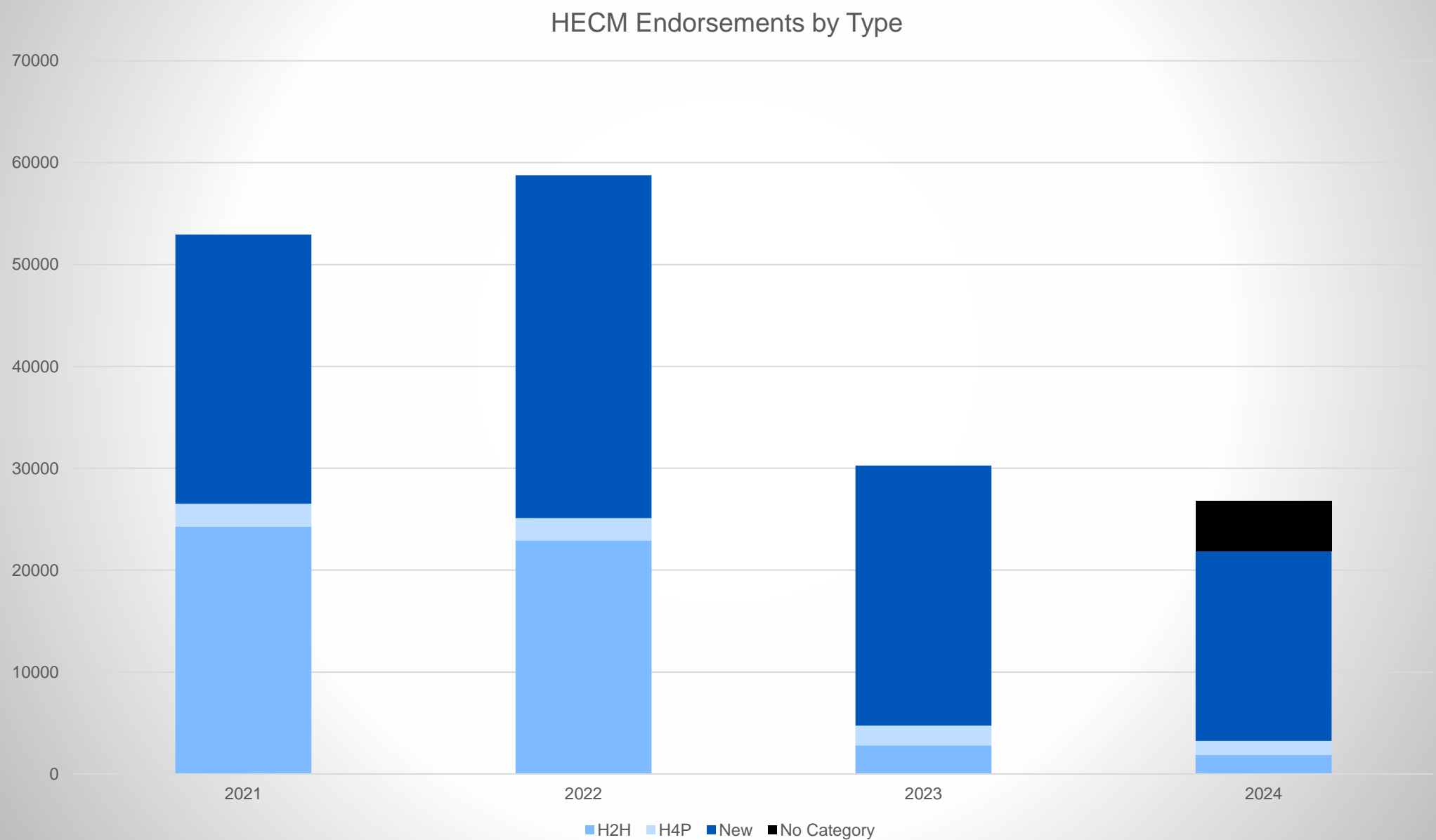


## Why are case number assignments important?

- **Early indicator of fundings and endorsements**
- **Recently seen an uptick**
- **Things are picking up!**
- **Acceptance of the “New Normal” rate environment**

Calendar Year	Month	Total Applications Received	Fixed	Adjustable	Home Purchase	Refinance	Equity Takeout
2024	Jan	2926	11	2919	138	378	2411
	Feb	3237	24	3220	164	415	2668
	Mar	3502	26	3482	199	400	2910
	Apr	3488	12	3476	198	413	2877
	May	3214	17	3197	179	303	2732
	Jun	2940	12	2928	141	317	2482
	Jul	3438	25	3413	215	383	2840
	Aug	3683	13	3670	175	489	3019
	Sep	3703	22	3681	177	641	2885
	Oct	4331	14	4317	167	765	3399

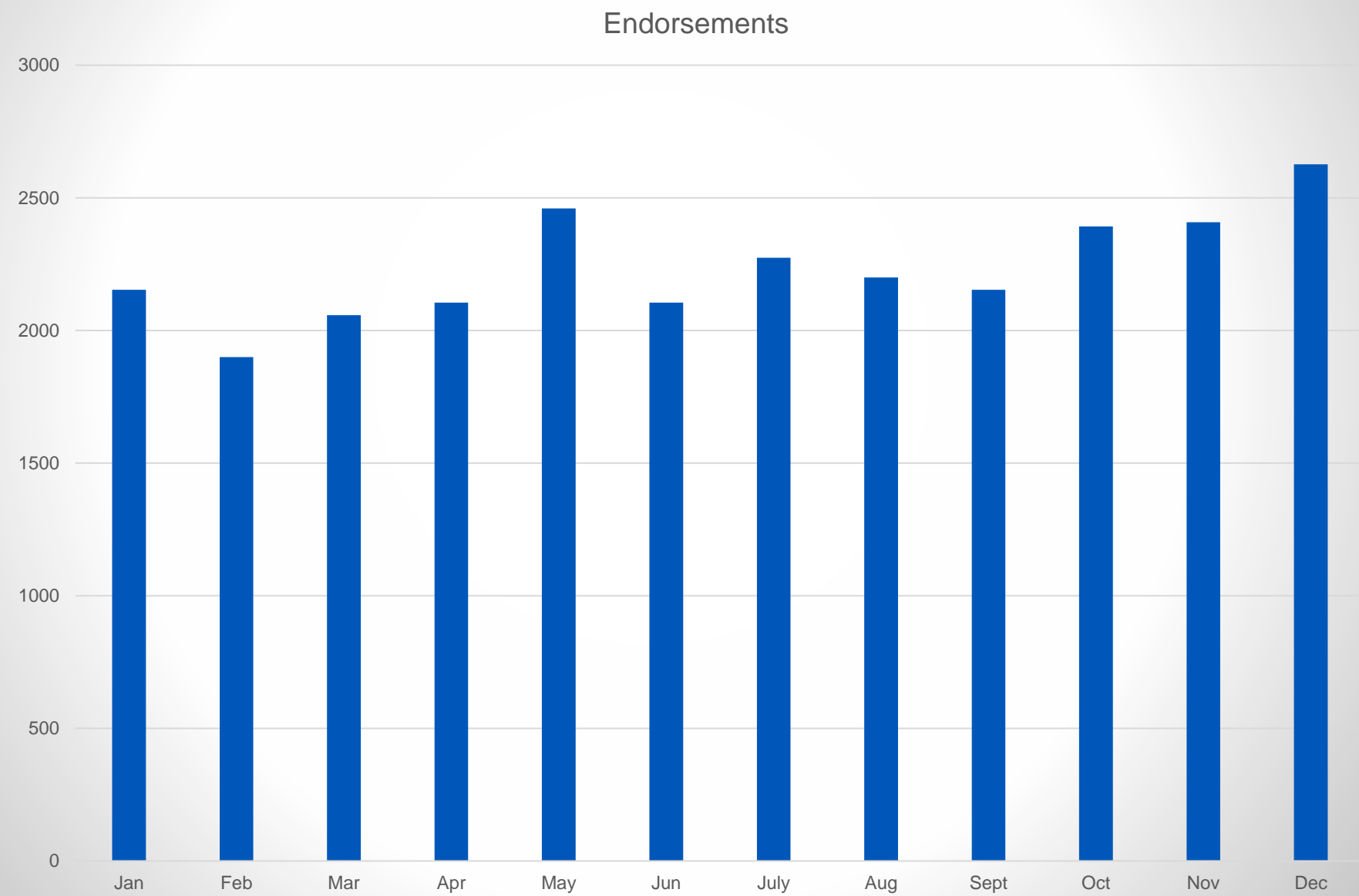
# HECM Endorsements by Type



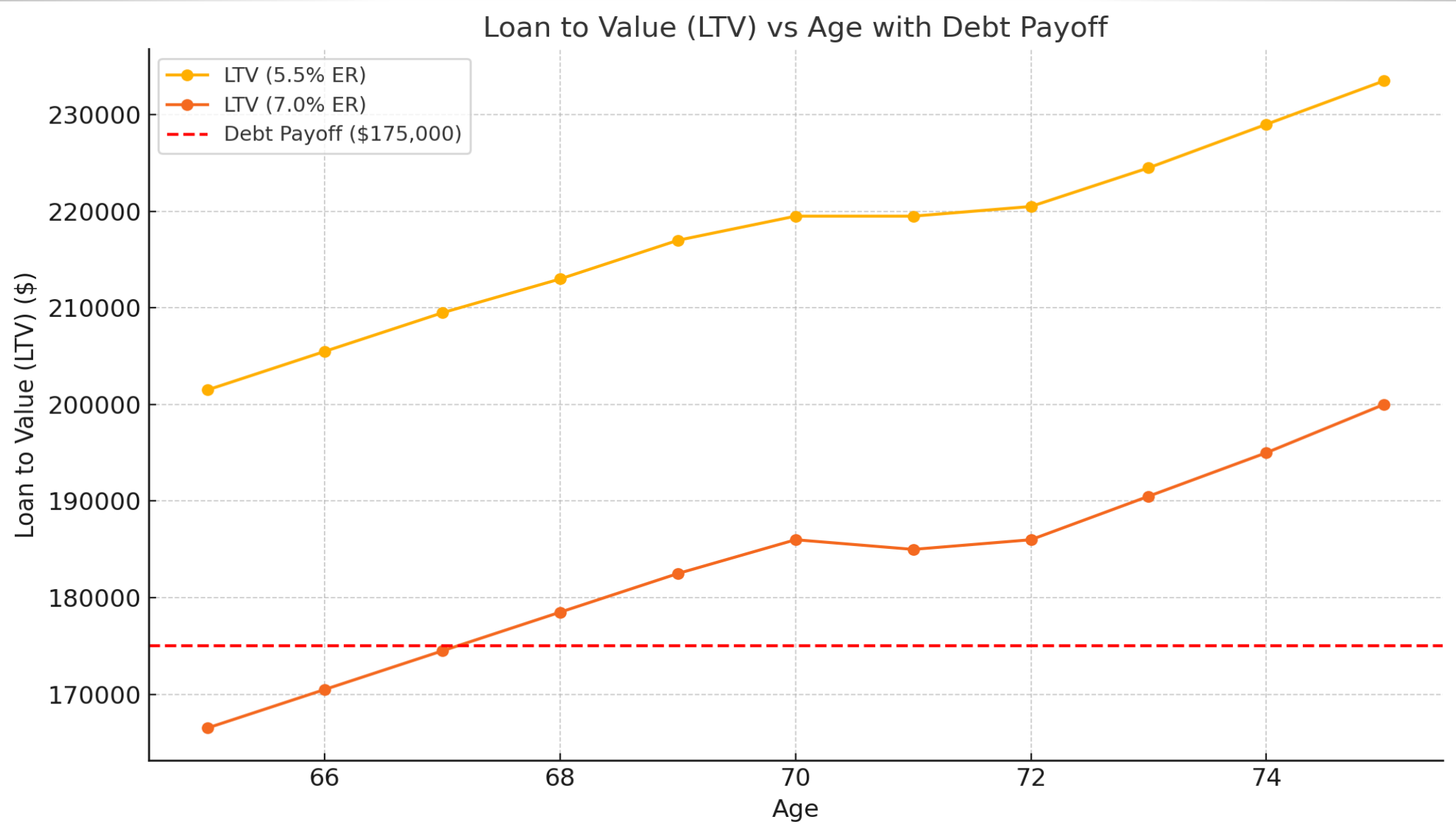
# TPO Broker Production 2021 – Oct. '24

Bucket	Curr Vol	Brokers	Vol Shr	Broker Shr
0-1	18,804	4,098	40.4%	96.4%
2-5	12,087	128	26.0%	3.0%
6-10	4,019	14	8.6%	0.3%
11-25	5,834	9	12.5%	0.2%
26-50	1,805	1	3.9%	0.0%
51+	4,028	1	8.6%	0.0%
Total	46,577	4,251	100%	100%

# HECM Endorsements for 2024



# Average Age and Utilization



Calculation is on a \$500k home





Let's get more granular

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# TAKING A DEEPER DIVE

# Forecast for 2025

## What can we expect for the remainder of 2025?

- **Expected Rate**
- **Forward to Reverse** – regardless of interest rate environment
- **HECM for Purchase** – 2024 brought updated seller concession (2<sup>nd</sup> try at any purchase deal)
- **New Entrants into the Industry**
- **New Technology**
  - Keep an eye out later this year from RMI!

# Widget Data Captivates Web Visitors



**The HECM Neighborhood Widget helps you grab attention and capture leads:**

Place the engaging tool on your web site for visitors to use

Use our comprehensive market data to reveal reverse mortgage popularity by zip

Customize to your brand colors and/or include interactive map

Receive as part of your Retail Dashboard subscription or subscribe separately

# Q&A - Thank you

Jon McCue  
RMI, Director of Client of Relations

[Request an appointment](#)



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(682) 651-5632

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# 2025 INDUSTRY UPDATE

Current market trends, challenges, and opportunities in the HECM market.

Presented by: Shannon Hicks





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# REVERSE FOCUS

In 2007 Reverse Focus was founded to fill the growing and underserved technology needs of the reverse mortgage market. Our software is purpose-built for the mortgage industry to help increase lead generation, improve relationship management, and provide a strategic path for growth.

Our mission and passion is to help mortgage professional prospect, nurture, and close more reverse mortgage loans.







# HECMWorld.com

HECMWorld.com began as the “go-to” site for the “Top 100 HECM Lender’s Report” which was relied upon by thousands of reverse professionals across the country to see the ranking of lenders who originate the federally-insured reverse mortgage- or Home Equity Conversion Mortgage (HECM).

Today HECMWorld.com is THE resource for reverse mortgage lenders and financial professionals to find engaging, entertaining, and educational content through commentary, short video segments, and marketplace analysis covering important topics





# Shannon Hicks

Shannon Hicks - is a cofounder of Reverse Focus, Inc- a software as a service company that helps reverse mortgage professionals prospect, nurture, and close more loans with their suite of products and services.

With a background in the financial services industry, Shannon began originating HECM loans in 2003. In 2007 he cofounded Reverse Focus, Inc. In 2008 he began hosting the nation's first weekly reverse mortgage podcast HECMWorld Weekly which was followed by two weekly video series The Industry Leader Update, and Friday's Food for Thought.

Shannon has a passion for motivating, training, and inspiring mortgage professionals to reach their fullest potential.





# **OPPORTUNITY** in a Challenging Market

- ✓ A new offering from a trusted mortgage professional
- ✓ Mining your data (CRM)
- ✓ A recent example in the news
- ✓ Who to look for
- ✓ The attitude of adult children may surprise you





## This Louisiana woman refuses to pay a share of her 80-year-old mom's reverse mortgage costs — says it's 'throwing money away.' Now, her family resents her. Here's the Ramsey Show's response



While many families struggle with the cost of raising children, some face the burden of having to financially support their elderly parents too.

Kari from New Orleans, Louisiana, finds herself in this unfortunate position as her 80-year-old mother requires assistance to manage her housing costs. Her sisters have asked her to pitch in \$350 a month to cover ongoing costs that still need to be paid when you have a reverse mortgage, like homeowners insurance, utilities and property taxes.

# Boomers Predicted To Leave \$17 Trillion 'Silver Tsunami' to Kids

Published Dec 23, 2024 at 4:00 AM EST



## What's New

Three quarters of American baby boomers are likely to leave much of their \$17 trillion in home equity to their children sparking a "silver tsunami," new research from Freddie Mac has found.





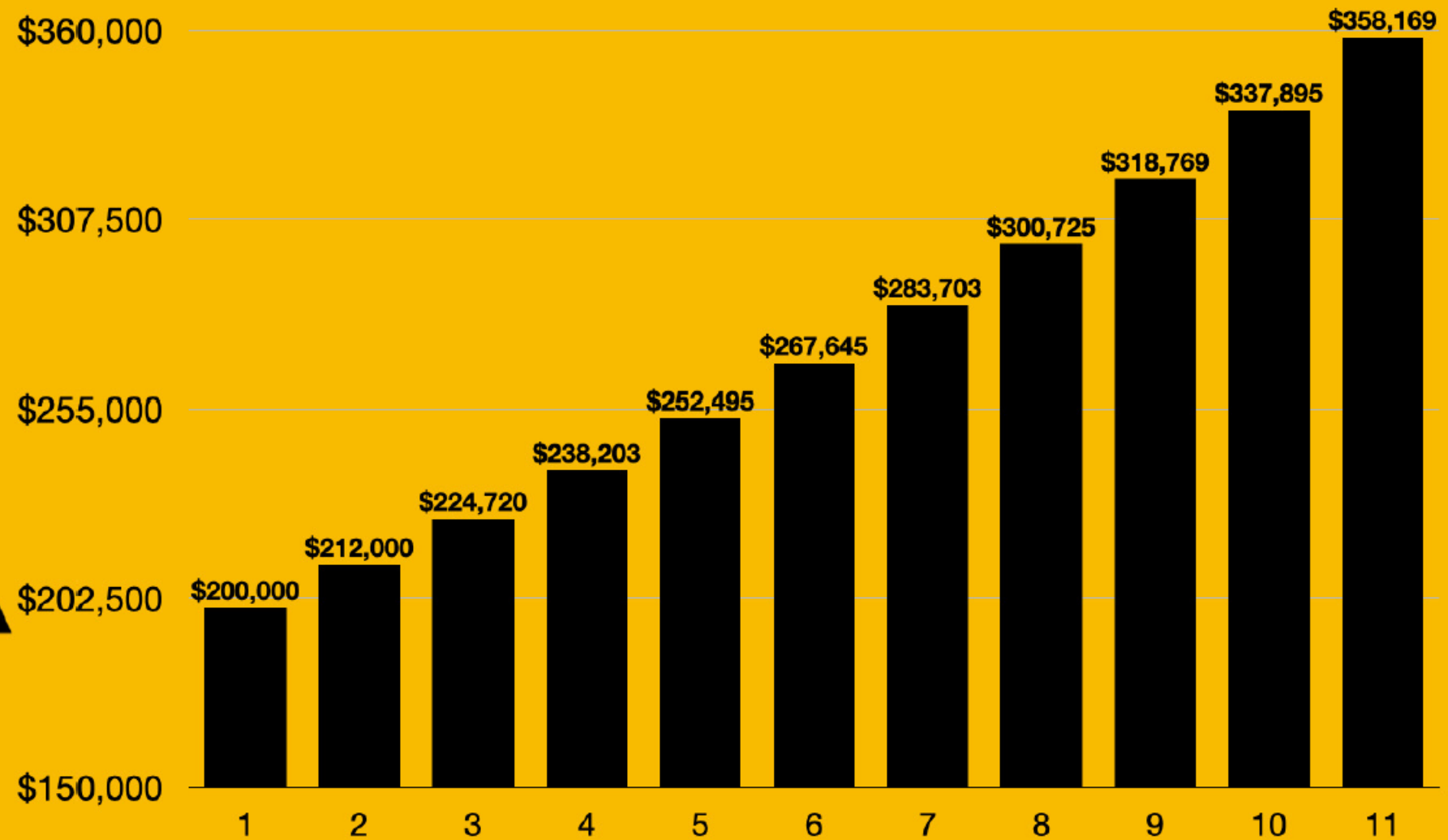
# Who should I be looking for?







## HECM LINE OF CREDIT: 6% GROWTH RATE



# WHY AM I SO MISUNDERSTOOD?







**PURCHASE**

**REFI**

**HELOC**

**HECM**



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# THANK YOU!



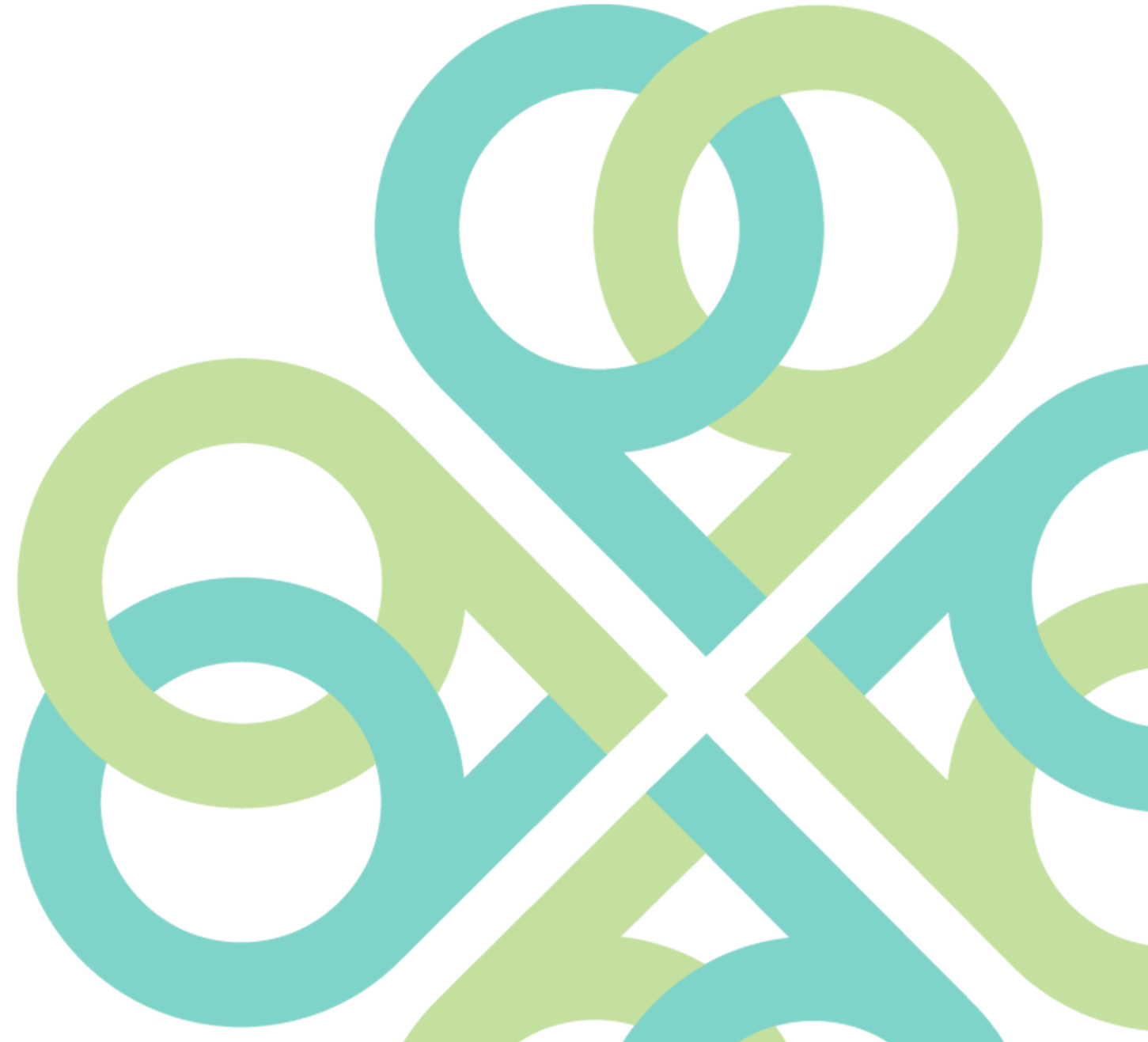
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# Resources






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# Why Choose Plaza?

[Here's Why](#)





# Plaza's Reverse Mortgage Website



Serving Reverse mortgage clients since 2008 and still going strong!



Reverse Mortgage Pre-Qual



Quick Quote Calculator



Program & Guidelines



Reverse Processing



Forms



Marketing Materials

Training Center

Bay Docs - Reverse Mortgage Software  
Counseling Information  
Reverse Market News



# Suggested Resources





HECMWORLD.COM

Reverse mortgage news, commentary, and analysis for serious reverse mortgage professionals

**FREE Weekly Content: No Paywall!**

SUBSCRIBE

Weekly videos, podcasts, and blog articles

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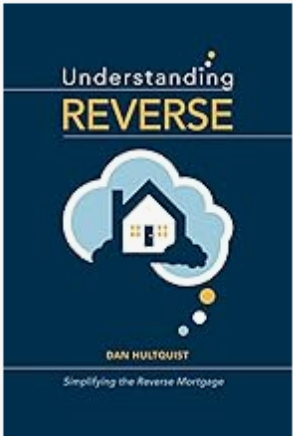
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Email\*

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# Suggested Resources



## Understanding Reverse: Simplifying the Reverse Mortgage

by Dan Hultquist | Feb 1, 2024

★★★★★ 13

Paperback

\$16<sup>95</sup>

✓prime

FREE delivery **Sat, Jan 18** on \$35 of items shipped by Amazon

Or fastest delivery **Wed, Jan 15**

More Buying Choices

\$15.70 (6+ used & new offers)

Kindle

\$9<sup>99</sup> Print List Price: \$16.95

## Reverse Mortgages: How to use Reverse Mortgages to Secure Your Retirement (The Retirement Researcher Guide Series)

Part of: The Retirement Researcher Guide Series (4 books) | by Wade D. Pfau Ph.D. | Feb 24, 2022

★★★★★ 209

Paperback

\$19<sup>95</sup>

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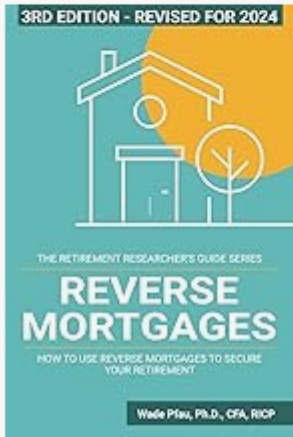
\$11.98 (9+ used & new offers)

Kindle

\$9<sup>99</sup> Print List Price: \$19.95

Available instantly

Great On Kindle: A high quality digital reading experience.



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# Don't Miss Our Other Reverse Trainings!

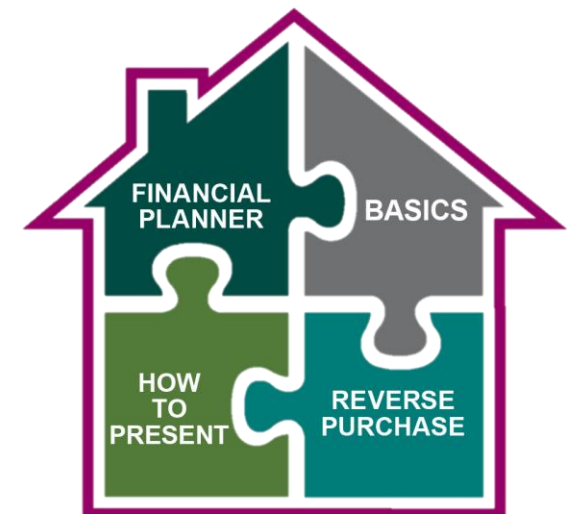


Click the links below to view the webinar recordings for our other trainings:

- [Plaza's Reverse Mortgage PreQual Borrower Counseling Package](#)
- [Reverse Mortgage Basics](#)
- [How to Use the Reverse Mortgage to Purchase a Home](#)
- [How to Present a Reverse Mortgage: The "Kitchen Table" Approach](#)
- [Originating a Reverse Mortgage with Plaza: File Flow from Start to Finish](#)
- [Financial Planners Guide to Reverse Mortgages](#)
- [The Impact of a Rising Rate Environment on Reverse Mortgages and Their Loan Amounts](#)
- [What is the Reverse Mortgage LESA?](#)

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If you have any questions or comments, please feel free to contact your Plaza Account Executive or [mark.reeve@plazahomemortgage.com](mailto:mark.reeve@plazahomemortgage.com).