



JOSEPH KIEFER
BRANCH MANAGER
REVERSE MORTGAGE SPECIALIST
856.220.4697 - CELL

REVERSE MORTGAGE HOMETOWN REPORT

REVERSE MORTGAGES FOR SENIORS
MONTHLY NEWSLETTER



RICH LIPKO
REVERSE MORTGAGE SPECIALIST
CELL - 856.701.4395

Vol. 2, Issue 06 - JUNE 2009

IMPORTANT GOOD NEWS!

Not only are we living longer, we are living much better. The Life Expectancies in the 20th Century chart indicate the incredible increase in U.S. life expectancy from 1900 to 2001. This trend is also matched in other countries, to a lesser or greater extent. There are many reasons for these increases in lifetimes:

- o Sanitation is much better
- o Many diseases have been eradicated
- o There are fewer occupational deaths
- o Surgery solves many ailments
- o Medicine solves or delays many conditions
- o There is more and better food production

This is not a uniquely American phenomenon. We see this incredible improvement in longevity in other countries, as is evidenced in the Life Expectancies in the 20th Century chart.

Unisex Life Expectancy in 2008 (From CIA World Factbook)	
Country	Life expectancy
Japan	82.07
Australia	80.62
France	80.59
Canada	80.34
Spain	79.78
Germany	78.95
U. K.	78.70
USA	78.06
Mexico	75.84
China	72.88
India	68.59
Russia	65.87
Afghanistan	43.77

China's life expectancy may be low because of pollution and industrial deaths -- it's certainly not genetics, because in Macau the life expectancy is 84.33. Imagine the population and economic difference that longevity increases will make in China and India alone. In some countries, the life expectancies are fairly similar for men and women, but in Russia, for example, the difference is enormous: men live to 59.0 and women live to age 72.6.

UNDERSTANDING THE NUMBERS

We tend to think that longevity or life expectancy means that if you were born today, you would live a certain number of years. But that is not what it means. Life expectancy means that, for example, for every male child born in the U.S. in 2001, we can expect that 74.4 years later, half of those born then will still be living. Many will live into their 90s, and a surprising number will become centenarians.

A person born in the U.S. in 1940 would have expected that when the time came for his or her 50th high school reunion in 2008, that less than half would be able to attend; however, almost 70 percent are still living! And judging from those on the dance floor, many are in darn good shape.

When Social Security was established in 1935, it was anticipating a life expectancy of less than 60 years for male workers, which comprised the bulk of the workforce. A normal retirement age of 65 therefore assumed that a majority would never receive any benefits. It has been estimated by The Cato Institute that in 2012, more will be paid out by Social Security than is coming in to the program from withholdings and employer contributions. This will mean either a sharp curtailment in benefits, significant delay in eligibility, higher taxes or all three.

this issue

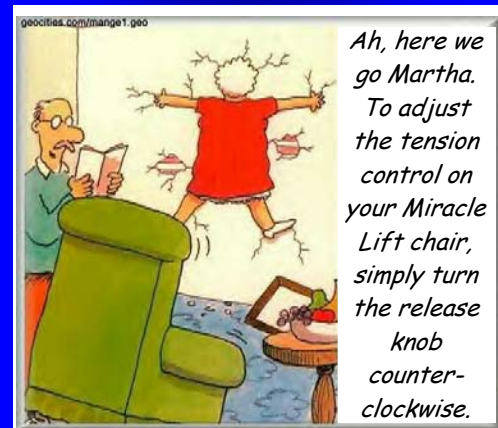
Important Good News! **P.1**

Only in America! **P.2**

Considering a Reverse Mortgage **P.2**

Remember . . . **P.2**

Hey Joe . . . Hey Rich . . . **P.2**



Birthday Drink

A woman is in the bar of a cruise ship and asks the bartender for a scotch with two drops of water. As the bartender gives her the drink she says, "I'm on the cruise to celebrate my 80th birthday and it's today."

The bartender says "Well, since it's your birthday, this drink is on me. However, I'm dying of curiosity. Why the Scotch with only two drops of water?"



The old woman replies, "Sonny, when you're my age, you learn how to hold your liquor. Water, however, is a whole other issue."



Licensed by the NJ Department of Banking and Insurance



BRANCH OFFICE:
736 White Horse Pike
Suite 201
Audubon, NJ 08106
www.NJReverse.com
Office: 856.547.2005
Fax: 856.547.1944

ONLY IN AMERICA!

ONLY IN AMERICA... can a pizza get to your house faster than an ambulance.

ONLY IN AMERICA... are there handicap parking places in front of a skating rink.

ONLY IN AMERICA... do drugstores make the sick walk all the way to the back of the store to get their prescriptions while healthy people can buy cigarettes at the front.

ONLY IN AMERICA... do people order double cheeseburgers, large fries, and a diet coke.

ONLY IN AMERICA... do banks leave both doors open and then chain the pens to the counters.

ONLY IN AMERICA... do we leave cars worth thousands of dollars in the driveway and put our useless junk in the garage.

ONLY IN AMERICA... do we use answering machines to screen calls and then have call waiting so we won't miss a call from someone we didn't want to talk to in the first place.

ONLY IN AMERICA... do we buy hot dogs in packages of ten and buns in packages of eight.

ONLY IN AMERICA... do we use the word 'politics' to describe the process so well: "Poli" in Latin meaning "many" and "tics" meaning "bloodsucking creatures."

ONLY IN AMERICA... do we have drive-up ATM machines with Braille lettering.



CONSIDERING A REVERSE MORTGAGE?

Many people believe that a reverse mortgage is a good way to obtain cash if you have your home paid off. This is absolutely true. However, a reverse mortgage is also an excellent way to pay off your existing mortgage. A reverse mortgage has the power to not only provide cash for uses such as home improvements, vacations, healthcare, taxes, and gifts, but it can, in fact, save you thousands of dollars a month by eliminating your current mortgage payments.

Reverse mortgage lenders will facilitate this process for you. Furthermore, the right reverse mortgage lender will be able to teach you what you don't quite understand, as well as make sure you are comfortable with your decisions the entire way through the process. These individuals are not all the same. Make sure your reverse mortgage lender is reputable and works with a good company.

The reverse mortgage business is highly regulated. The fees between lenders do not vary nearly as much as they do in the traditional mortgage marketplace. Reverse mortgage lenders, therefore, compete on service, knowledge, and experience. One of the marks of a good reverse mortgage lender is the ability to make you understand and help you feel comfortable in your decisions.

GROUP SPEAKERS

The Gray Hair Guys are available to speak to your church, civic or senior group. They have developed a 30 minute program that will leave people smiling and educated. Just for the record, Joe is 65 and Rich is 66!!!

NOTARY SERVICE

for SENIORS – If you are a senior citizen and need something notarized call us. At no cost or obligation we will come to you!

Referrals are always greatly appreciated!!!

REMEMBER . . .

there is no cost or obligation to prepare a report for you that will show what you or a loved one could receive. To prepare a report we only need the following information:

1. Name and Address?
2. Date of Birth?
3. Opinion of home value?
4. Do you have any current mortgages or lines of credit?

If you wish to be taken off our mailing list, please email us at

Joe@NJReverse.com,

Of course, we are always glad to add someone!!!

Thank you from . . .

Your Local Hometown Experts!

Hey Joe . . .

How is a Reverse Mortgage different from a home equity loan?

A home equity loan gets smaller over time, while a reverse mortgage gets larger over time. There are specific dates a home equity loan or HELOC must be repaid. A reverse mortgage comes due at death or permanent move from the house.

Hey Rich . . .

How can I use the money from the reverse mortgage?

You may use the money how you choose. You can pay current debts, make repairs or improvements to your home, pay for healthcare expenses, help the kids or grandkids, or simply have enough money not to worry.

DO YOU HAVE A QUESTION FOR THE GRAY HAired GUYS?

Email them at Joe@NJReverse.com or Rich@NJReverse.com