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REVERSE MORTGAGE HOMETOWN REPORT

REVERSE MORTGAGES FOR SENIORS
MONTHLY NEWSLETTER



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REVERSE MORTGAGES ARE GOING TO CHANGE BOOMERS RETIREMENT AND IT'S STARTING NOW!

Beginning January 1, 2008, the first of 78 million Baby Boomers turned 62. And then for the next 18 years nearly 10,000 per day will turn 62. The United States is not fully ready for this transition. Three primary reasons:

1. Boomers will live longer than their parents
2. Most Boomers have not saved enough to have a comfortable retirement
3. The majority of Boomers will have a greater debt load than any other generation

All this means that there will be a strain on Medicare and Social Security because of the Boomers! A recent study says that more than 60% of the average Boomers net worth will be in their homes. Combined with the fact that most will carry a mortgage into retirement makes for a scenario that has been predicted for years. It was FORBES Magazine had quoted on Wall Street Week on PBS a few years ago. Simply stated:

"THE REVERSE MORTGAGE WILL BE THE PRIMARY FINANCING TOOL OF THE BABY BOOMER GENERATION."

As an Advisor to seniors, it is critical that we have a good basic understanding of how a Reverse Mortgage works and how it can be used to help those we serve. Our office helps seniors with Reverse Mortgages – nothing else!!!

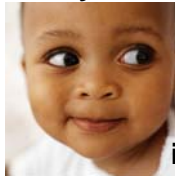
WHAT'S THE REAL COST?

The government recently calculated the cost of raising a child from birth to 18 and came up with \$160,140 for a middle income family. Talk about sticker shock! That doesn't even touch college tuition!

But \$160,140 isn't so bad if you break it down. It translates into:

- * \$8,896.66 a year, or
- * \$ 741.38 a month, or
- * \$ 171.08 a week, or
- * \$ 24.24 a day, or
- * Just over a \$1.00 an hour

Still you might think the best financial advice is 'Don't have children if you want to be "rich".' Actually, it is just the opposite!



What do you get for your \$160,140?

- * naming rights. First, middle and last!
- * glimpses of God everyday.
- * giggles under the covers every night.
- * more love than your heart can hold.
- * butterfly kisses and Velcro hugs.
- * endless wonder over rocks, ants, clouds and warm cookies.
- * a hand to hold, usually covered with jelly or chocolate.
- * a partner for blowing bubbles and flying kites.
- * someone to laugh yourself silly with, no matter what the boss said or how your stocks performed that day.

For \$160,140, you never have to grow up. You get to:

- * finger-paint,

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KEEPING YOUR DREAMS ALIVE!!!

DREAMS are what made this country what it is today! Our forefathers would never have imagined our world as it is now. When you consider how young our country is, we have come a long way.

My senior clients are astounded with the changes they have experienced, especially in the last 10 years.

Little did they know they would be faced with the challenge of their 401k being destroyed to a 201k, pensions being slashed, medical care skyrocketing, and now being held in the grips of a housing meltdown, to only be impacted by rising taxes and inflation.

My job is to keep the DREAM alive. I want to talk to as many senior clients as possible and assure them that their sacrifices for our way of life have not gone unnoticed.

As a Reverse Mortgage Advisor, I want to be in a position to go out and let the world know, I am here to help keep your DREAMS alive!



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- * carve pumpkins,
- * play hide-and-seek,
- * catch lightening bugs, and
- * never stop believing in Santa Claus.

You have an excuse to:

- * keep reading the Adventures of Piglet and Pooh,
- * watching Saturday morning cartoons,
- * going to Disney movies, and
- * wishing on stars.
- * You get to frame rainbows, hearts, and flowers under refrigerator magnets and collect spray painted noodle wreaths for Christmas, hand prints set in clay for Mother's Day, and cards with backward letters for Father's Day.



For \$160,140, there is no greater bang for your buck. You get to be a hero just for:

- * retrieving a Frisbee off the garage roof,
- * taking the training wheels off a bike,
- * removing a splinter,
- * filling a wading pool,



- * coaxing a wad of gum out of bangs, and coaching a baseball team that never wins but always gets treated to ice cream regardless.

You get a front row seat to history to witness the:

- * first step,
- * first word,
- * first bra,
- * first date, and
- * first time behind the wheel



You get to be immortal. You get another branch added to your family tree, and if you're lucky, a long list of limbs in your obituary called grandchildren and great-grandchildren. You get an education in psychology, nursing, criminal justice, communications and human sexuality that no college can match.

In the eyes of a child, you rank right up there under God. You have all the power to heal a boo-boo, scare away the monsters under the bed, patch a broken heart, police a slumber party, ground them forever, and love them without limits. So . . . one day they will, like you, love without counting the cost. That is quite a deal for the price!!!

Love & enjoy your children & grandchildren!!!

Joe Kiefer



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 . . .

IS A REVERSE MORTGAGE A BETTER OPTION THAN A HOME EQUITY LOAN?

For many retirees, the income and credit requirements on a home equity loan may prove an obstacle to accessing that particular financial tool. A reverse mortgage doesn't have these requirements.

Hey Rich . . .

DO YOU INTEND TO PASS YOUR HOME ON TO YOUR CHILDREN?

With a reverse mortgage loan, the outstanding balance needs to be repaid when the title changes hands. If one's heirs wish to keep the home, they may refinance the loan or sell the property to repay the loan. Many families find that their children would prefer to see their parents experience a more comfortable retirement, rather than making the priority obtaining the family home, 'free and clear.'

DO YOU HAVE A QUESTION FOR THE GRAY HAIRED GUYS?

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