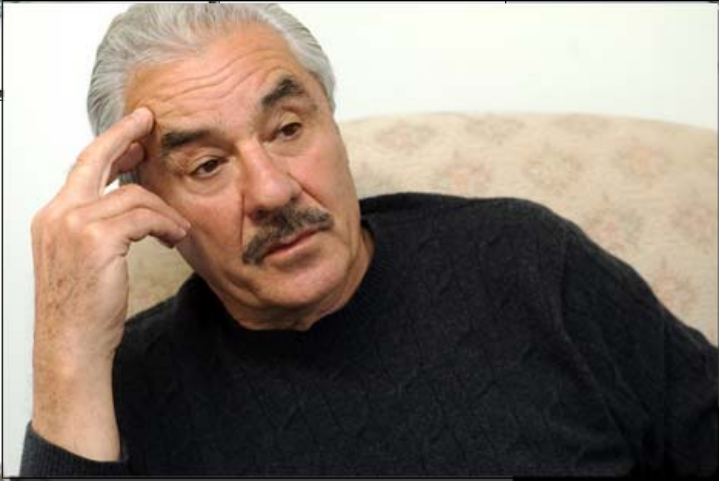




The Reverse Mortgage  
Landscape in California  
**Marketing**

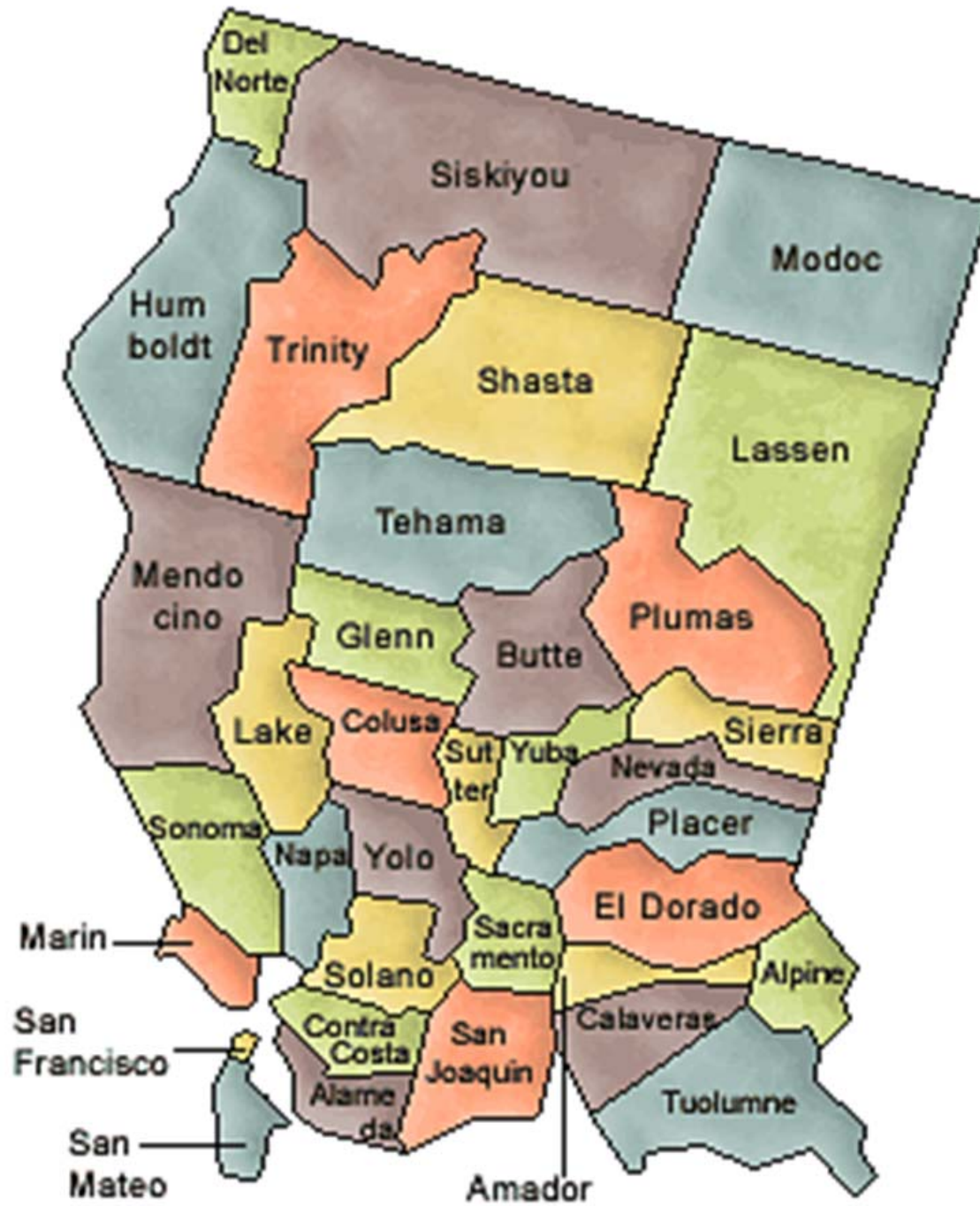




# First things first...

- Overall considerations**
- Home values**
- Rural markets**
- Increasing your reach**





# Home values

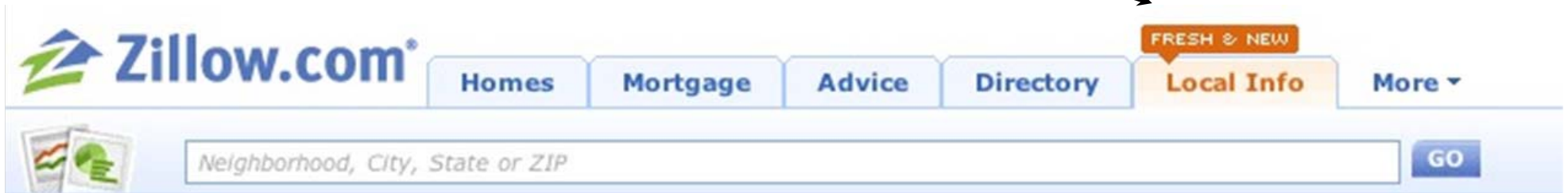
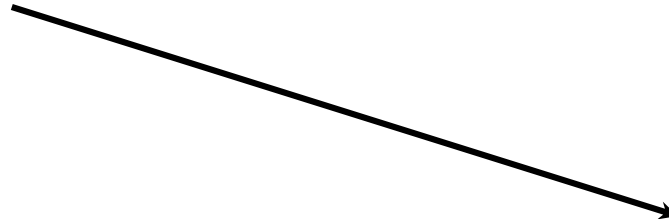


- Research county values**
- Avoid hard-hit areas**
- Look for “pockets”**
- Look for comps**
- Tools available**

# Home values



Start here...



# Home values



**Home Values**

Zillow Home Value Index  
 List price (\$)  
 Sale price (\$)  
 More metrics ▾

**Time Period**

1 year  
 5 years  
 10 years

**Compare**

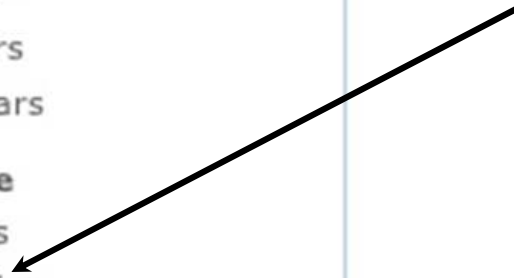
Metros  
 Counties  
 Cities

**Filter**

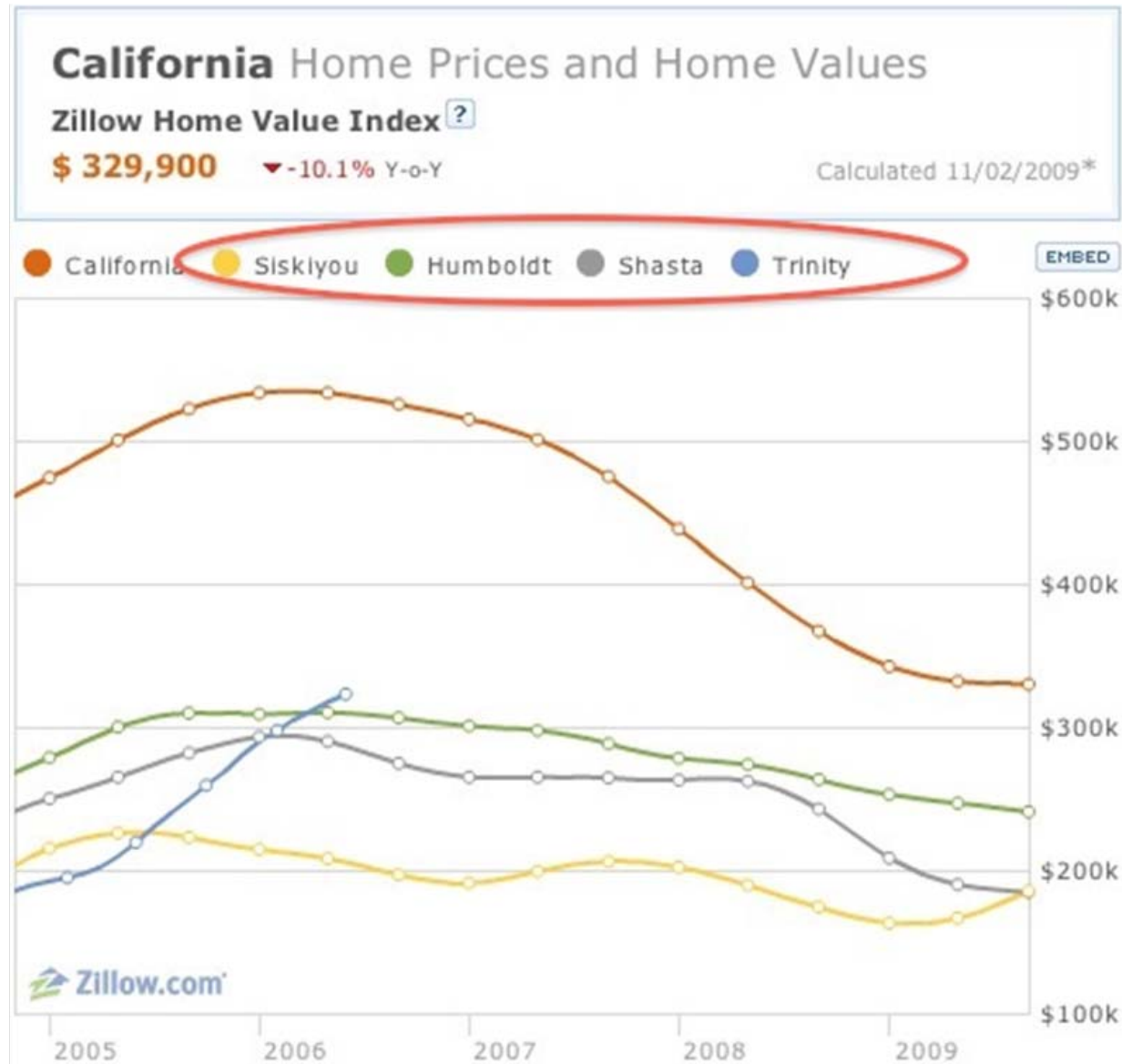
Home Type

No. of Bedrooms

County values



# Home values





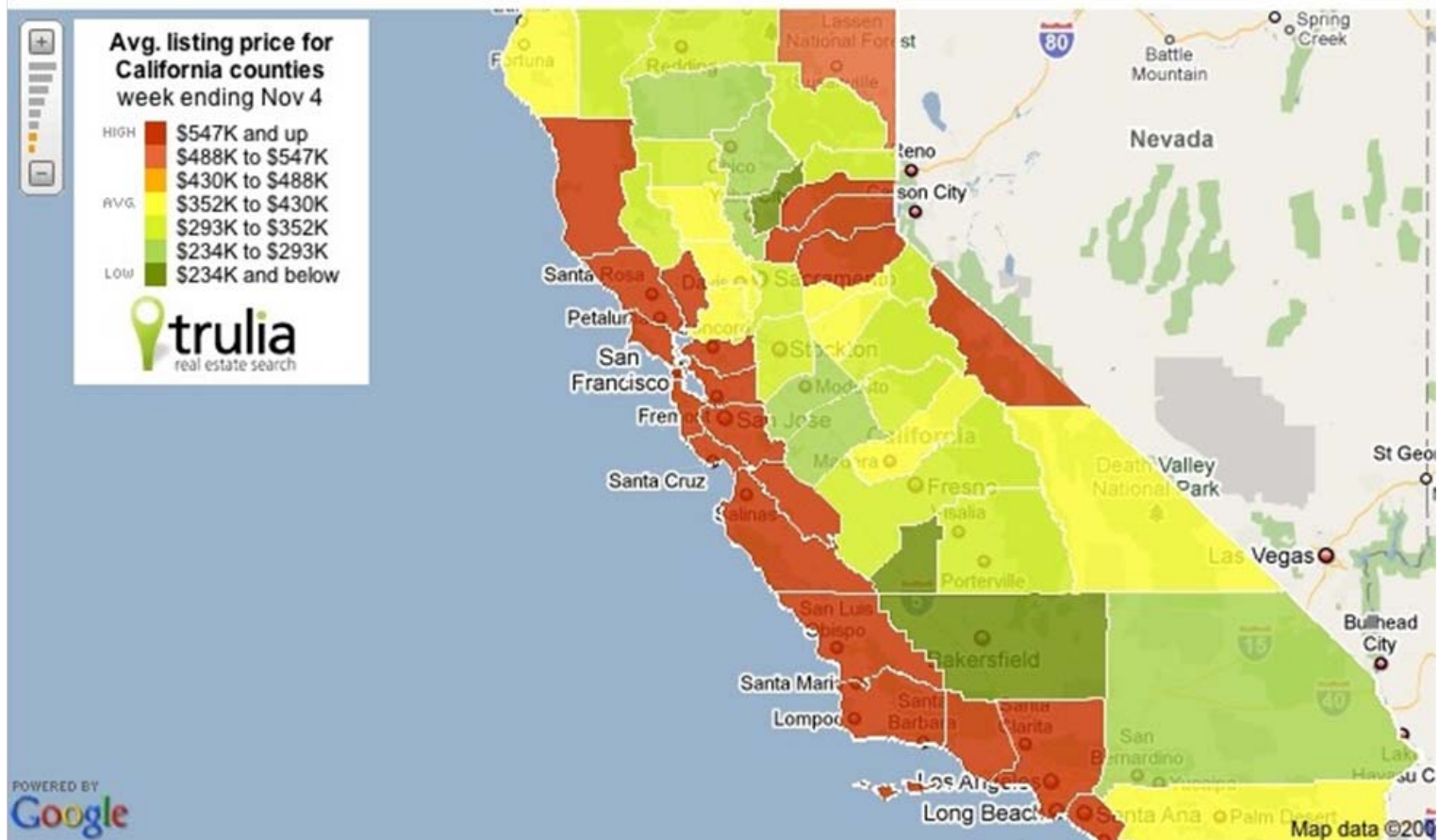


# Home values



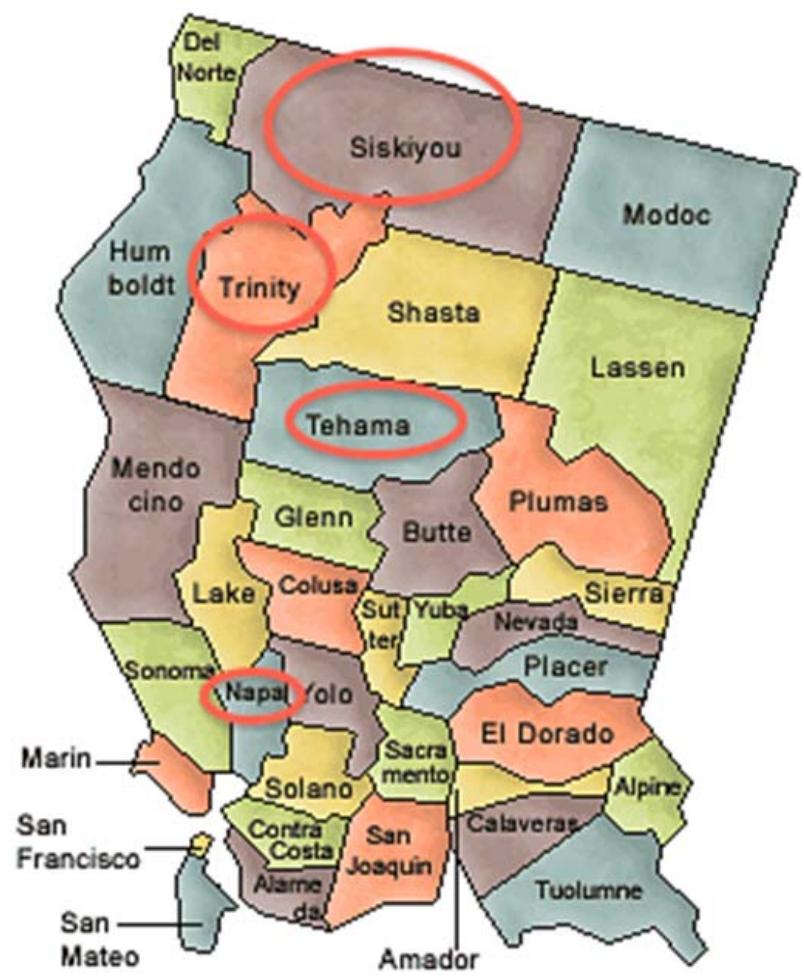
Showing average listing price for California counties, week ending Nov 4

[Average listing price](#) | [Median sales price](#) | [Trulia popularity](#)



POWERED BY Google

# Home values



Find "Pockets"

# Rural markets



- Lack of comps
- Parcel sizes
- Travel time
- Manufactured homes
- Property condition
- Zoning
- Cost of services



# Increasing your reach



- Traditional Marketing**
- Workshops / seminars**
- B2B workshops**
- Credit score demographic**
- Telemarketing**



# Increasing your reach

Geographic region

Research

Credit score criteria

Distribution

Lead capture

Pre-qualification

Appt / Application

Funding





The Reverse Mortgage  
Landscape in California  
**Marketing**