

LIFESTYLE
HOME LOAN

BUILDER'S GUIDE



The Big Question:

If you're not building homes for baby boomers, then what's stopping you?

If you want to sell more homes to baby boomers then you owe it to yourself to learn about a powerful financing program that will open up new sales opportunities. Imagine being able to increase your profitability and having buyers eager for you to sell them a home. You can, thanks to a little-known strategy that builders have been using since 2009 to sell more homes to baby boomers age 62 and better. Called the Lifestyle Home Loan, it gives you the ability to attract qualified seniors who wish to use the program to use the proceeds to purchase a new home. In essence, you can purchase a \$600,000 home for about \$334,600 and never have a monthly mortgage payment!*

How often have you lost an opportunity to help someone get the home of their dreams? You may not know because most buyers don't come out and tell you they can't afford one of your homes. But what if you were able to offer all your home plans and options for about 50 cents on the dollar? Think of how much easier it would be to get a buyer's attention.

You have a huge opportunity to help boomers who are 62 and over move out of a home that doesn't fit their lifestyle, and instead move into one of your homes designed just for them. Right now in your city, there are hundreds or even thousands of people in that age range living in homes that are too big, have expensive maintenance headaches and that don't offer the ease of one-story living. They're staying in these homes because they don't think they can afford to move.

If you want to sell to a rapidly growing demographic who are in the market to build in an active-adult lifestyle community, this is your opportunity. The Lifestyle Home Loan helps home buyers who want to protect their nest egg and boost their monthly income.

*Based on borrower age 62. calculations based on a 1-year cmt, monthly adjusting program with an initial interest rate of 2.79%. maximum apr 7.79% as of 1/1/22. Estimated fees, including up-front FHA mortgage insurance premium range from \$11,000 to \$16,447 depending on the value of the home (included in mortgage). Closing costs vary from state to state and can affect down payment. Please check with your Loan Officer for actual figures. Fixed rate options also available. Borrower must occupy home as primary residence and remain current on property taxes, homeowner's insurance, the costs of home maintenance, and any HOA fees.

Intended for builders. Not intended for consumer use.

What's Inside

| | |
|--|----|
| What You Will Learn | 03 |
| Home Building | 04 |
| How To Create A Competitive Advantage Over Other Builders That Buyers See Immediately | 06 |
| Why 52 Million Baby Boomers Aren't Buying One of Your Homes and How to Change Their Mind | 08 |
| Why You Should Learn About the Loan | 10 |
| Loan Qualifications | 12 |
| Qualifying Loan Property Types | 14 |
| What Did You Decide | 16 |
| Frequently Asked Questions | 18 |
| Letters From Builders | 18 |
| Next Steps | 18 |



WHAT YOU WILL LEARN

By the time you finish reading this guide, you'll know the following:

- How to sell more options and dramatically increase your profitability
- How to gain a competitive advantage over other builders
- How to capture more baby boomer buyers
- Answers to frequently asked questions



Home Building:

The Hidden Opportunity

The 2008 housing bubble: On September 29, 2008, Wall Street crashed with the Dow dropping 777 points. Lehman Brother's was facing bankruptcy and the housing market was in a free fall. Retirement accounts were down 30% and the home value index fell by 18.6%.

America's Crisis

The economic meltdown of 2008 forced the U.S. government to create new regulations to monitor the financial services industry. We woke up to a new America.

When you offer your buyers an alternative to paying cash or securing traditional financing to purchase their next home, you'll see an increase in the average purchase price and your profitability.

Why Did This Happen and Can it Happen Again?

Home building today is much different than it was just a decade or two ago. These changes can dramatically affect your business.

When you offer your buyers an alternative to paying cash or securing traditional financing to purchase their next home, you'll see an increase in the average purchase price and your profitability. By the time you've finished reading this guide, we hope you view home building from a new perspective and seize the hidden opportunity. But first, consider this. If you're selling homes based on price and features, then you may be focusing on the wrong things and creating unwanted competition.

Why is This Important?

If you view home building using the type of thinking that was common before 2008, then you may be unintentionally harming your business. It's no secret that since 2008 there has been dramatic price increases in the cost of materials and labor and an increase in banking regulations that make it more difficult to secure financing for both you and your buyers. If you've experienced any of these challenges - we have good news for you.





How To Create a Competitive Advantage Over Other Builders that Buyers See Immediately

When one Midwest builder sat down to talk with us for the first time, it was clear they were cautiously interested. The tipping point in their decision came with an interesting perspective. They were interested in expanding their business with a focus on building a new series of floor plans catering to the needs of active adults age 55 and older.

The Lifestyle Home Loan gave them a financing option that fit hand-in-glove with their ideal buyer. It also created excitement within their sales teams because it dramatically increased in home purchasing power. A prospective buyer getting a Lifestyle Home Loan is less sensitive to price as compared to those paying cash or securing traditional financing. Why is this, you may be asking? It's because a buyer getting a Lifestyle Home Loan can purchase one of your homes for about 50 cents on the dollar, and this includes all the options you offer too.

This doesn't mean you have to discount your price by 50%. Instead, it means the buyers are responsible for a one-time down payment of about 50%, and

the lender will need to finance the balance. The big difference difference between the Lifestyle Home Loan and a traditional mortgage is that the Lifestyle Home Loan doesn't require a monthly mortgage payment. Plus, neither your buyer nor their estate has any personal liability for paying off the mortgage down

We have used the LifeStyle Home Loan successfully since 2011 to expand our footprint. To date, approximately 30% of our closings can be attributed to the Lifestyle Home Loan."

Executive at Midwest Builder

the road. So if you offered a financing option to your buyers that eliminates fear around price and results in more options being selected, how would that change your business?

*Borrower must occupy home as primary residence and remain current on property taxes, homeowner's insurance, the costs of home maintenance, and any HOA fees. Loan balance and interest will become due upon a maturity or default event such as no longer living in the home as your primary residence, failing to pay your hazard insurance or property taxes, or failing to maintain the property.

One thing is for sure, you would have a clear advantage in the market place and your sales will be more profitable. This is a good example of a win-win, because your happy buyers will tell their friends and family about the experience with you, and referrals are still the best buyers to work with.

If you've sat in meetings with your team and brainstormed ways to grow the company, then the idea of selling more homes as a strategy has probably come up. The whole idea around selling more homes as a business growth strategy hinges on your belief that doing so will improve your bottom line.

Being more profitable in a competitive marketplace was the mantra of the Midwest builder we mentioned earlier. So what they decided to do after learning about the Lifestyle Home Loan was do a side-by-side comparison. They wanted to track and measure the profitability of homes sold using cash, traditional financing, and the Lifestyle Home Loan. Looking at this scenario it looks like selling more homes might be a good strategy. But what's needed to make this work?

First, you'll need the ability to acquire and develop new land positions. In some areas of the U.S. this is not a problem, but in most areas this is a concern. So if there is land available that can be developed, do you have the financial strength to purchase it and get it prepared for new construction? If you're like most builders you don't have an unlimited acquisition and development budget, so this is one area that has to be carefully considered.

According to recent findings by the National Association of Home Builders (NAHB), labor and materials costs have risen, and the availability of skilled laborers has fallen since the 2008 Housing Bubble. Recent history shows it's likely your business will be impacted by another bubble.

So if you have deep financial pockets to maintain great land positions, and are willing to pay top dollar for your contractors, then selling more homes may make sense. But if you're like most builders and need to carefully manage cash flow and want to be more profitable, then perhaps you may want to consider other options.

Option 1: Sell more Homes

Pros

- Increase revenue
- Increase marketplace penetration
- Increase brand awareness in marketplace

Cons

- More land required
- More labor required
- More employees to manage

Option 2: Increase Price

Pros

- Increase revenue
- Offer more customized home plans
- Attract more affluent buyers

Cons

- Alienate potential buyers who can't afford your homes
- Sell fewer homes overall

Why 52 Million Boomers Aren't Buying One of Your Homes and How to Change Their Mind

So how are you feeling about increasing the price of your homes? Maybe you have mixed feelings, because if you compare option of selling more homes to increasing your price, then there are some clear advantages and disadvantages for both. By selling more homes, you don't have to worry about excluding potential buyers because of price sensitivity. However, the need for additional land, combined with the increased cost of labor can dramatically affect your bottom line.

When considering the option to increase price there are two things that really stand out when compared to the the option to sell more homes. First, you may end up selling fewer homes, but the homes you do sell have the potential to be more profitable. So what's the best option? Ideally, if you're like most builders you want to

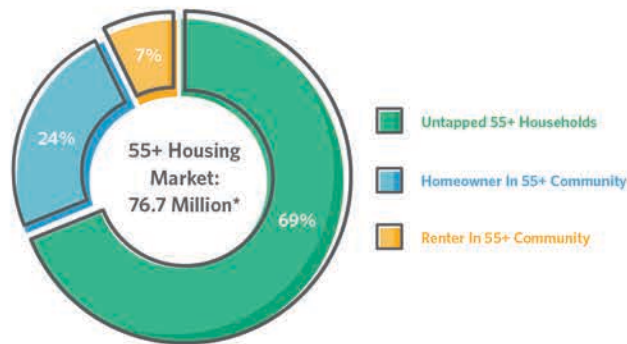
sell as many homes as you can and maintain good profit margins without alienating prospective buyers because of price. So here's an important question for you. Before reading about this option were you aware of any home building strategy that allows you to sell more homes, increase your prices and be more profitable all at the same time?

The Lifestyle Home Loan Building Strategy is the only strategy we know of that consistently delivers wish-list-type results for builders and buyers, easily and automatically. In other words, instead of competing on price and features, this powerful age-based financing option will do all the work for you. When a Lifestyle Home Loan is used, you can expect to:

- Capture more baby boomer buyers
- Sell more options
- Be the builder buyers think of first

The Big Opportunity:

Looking at the pie chart below, what do you notice? What should jump off the page is that 69% of American's age 55 and better are not living in a home that meets their lifestyle plan. Think about that for a minute. Why are 52 million baby boomers remaining in homes that are too big, require maintenance beyond what they can keep up with and don't offer desirable single story living?



*2010 U.S. Census Bureau Population Survey

Two Reasons Baby Boomers Give For Not Buying Their Dream Home

Reason 1:

Don't Have Enough Cash to Afford A New Home?

What this really means is that the net proceeds from selling an existing home is the new budget for purchasing one of your homes. For example, let's say a couple walks into your model home and falls in love with it. They ask your sales consultant how much it will cost to replicate the model. The response

sends the couple running for the front door. What happened? Sticker shock. Remember, a lot of baby boomers own their current home free and clear, and they haven't been home shopping for 20-30 years.

Hearing that it will cost \$350,000 to replicate one of your model homes is scary, because 30 years ago they paid \$85,000 for their current home, which is now valued at \$275,000.

Reason 2:

I Can't Qualify For A 30-Year Mortgage

Why do most prospective buyers fail to qualify for a traditional mortgage? Poor credit and not enough income are the two primary reasons. Here's something to consider, most people have saved a couple hundred thousand dollars in their retirement account, but can't qualify for a mortgage because their monthly social security and pension income won't support a mortgage payment.

So when someone doesn't have enough monthly cash flow to purchase one of your homes using a traditional mortgage, their only alternative is to pay cash. But the average person can't walk into your model home and write a check for \$350,000. Now you have a deeper understanding why so many people in their 60s remain in a home that doesn't fit their lifestyle instead of buying one of your homes. So now you know the big problem, and why traditional thinking doesn't bring a solution. The answer requires out-of-the-box thinking. With a little work and patience there is a great reward, both for you and for the buyers you serve.



To learn more visit: Mutual.builders.com

Why You Should Learn About the Lifestyle Home Loan

When Tom and his wife Sarah sat down to talk with us, it was clear he was an analytical type. So it probably won't surprise you to know that when they finally decided to use get a Lifestyle Home Loan to buy their dream home, it wasn't a snap decision. Tom spent several weeks crunching numbers using various complicated spreadsheet calculations before he was convinced. Before they learned about the Lifestyle Home Loan, they were considering paying cash or getting a traditional mortgage. They had just sold their existing home and walked away with \$300,000. This was the new budget for purchasing their dream home because they didn't want to deplete any of their retirement savings. With the house budget established, Tom and Sarah sat down and plotted out the locations of several new home builders they would visit over the next three weekends.

With a builder list in one hand and a navigational map application opened up on Sarah's phone, they anxiously started their new home search journey. Excitement quickly turned to disappointment when a sales consultant told them that the price to build the model home they loved was going to start at \$275,000, and that was before any options were selected.

Sarah sheepishly asked how much the model would cost to replicate and her heart sank when she was told it would cost \$450,000! Disappointed, Sarah turned to Tom and said we can't afford the home I really want because we only have \$300,000, and the house we're standing in costs \$450,000.

Thankfully, the sales consultant at this model home knew about the Lifestyle Home Loan and was able to turn Sarah's frown into a smile when he asked if she would like to know how you can purchase a home like this one and stay within your \$300,000 budget?

Can you see how one simple question asked the right way can turn a prospect into a buyer?

How To Sell More Options and Dramatically Increase Your Profitability Using the Lifestyle Home Loan

Tom and Sarah decided to use a Lifestyle Home Loan instead of paying cash or getting a traditional mortgage because they could purchase a home valued at \$450,000 for a one-time payment of \$230,500.* Additionally, they were able to bank \$69,500 from their sale of home, which will help them maintain their retirement lifestyle. This found money can be used for things like buying more home options, investing, traveling, visiting grandchildren or giving to charity.

Dramatically Increase Purchasing Power

What you can offer your prospective buyers is a way for them to get the house they really want with all the options. When your sales consultant offers Tom and Sarah a Lifestyle Home Loan, what they are really doing is adding \$300,000 in purchasing power to the equation. Without a Lifestyle Home Loan, the budget was \$300,000 because paying cash or securing traditional financing were the only two options. With this loan, the new budget is still \$300,000 out-of-pocket, but the purchasing power grows from \$300,000 to \$600,000!

The Ultimate Leverage

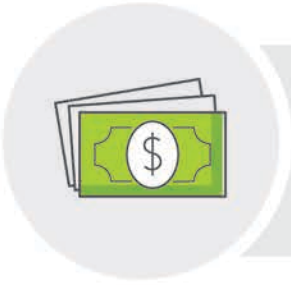
This is about taking a single dollar and putting it to work in the most efficient way possible so that your buyer's lifestyle improves dramatically. You're offering buyers a way to purchase their next home for as little as 50 cents on the dollar. Imagine your buyers being able to buy their next home, the one they've been dreaming about for years, for about half the price, and never make a monthly mortgage payment. Using the matrix you see to the right, you'll see a Lifestyle Home Loan is based on two primary variables: age and the purchase price of the home.

*Based on borrower age 70. Calculations based on a 1-year cmt, monthly adjusting program with an initial interest rate of 2.79%. maximum apr 7.79% as of 1/1/22. Estimated fees, including up front FHA mortgage insurance premium range from \$11,000 to \$16,447 depending on the value of the home (included in mortgage).

Closing costs vary from state to state and can affect down payment. Please check with your HECM Loan Officer for actual figures.

Fixed rate options also available.

Lifestyle Home Loan Down Payment Matrix



Use the matrix below.

Simply match your current age with one of the ages listed along the top of the matrix.

For example, Tom and Sarah were 70. But if one of your buyers' age is not listed, then you can round to the nearest age listed. The next step is to find the expected purchase price of the new home listed alongside the left-hand side of the matrix and round to the nearest price. So in this example let's use a purchase price of \$450,000 and an age of 70. You can see that your buyer would only be required to bring a down payment of \$230,500* to closing and never make another monthly mortgage payment!

| | Age of youngest borrower ▶▶▶▶▶ | | | | | |
|----------------|--------------------------------|-----------|-----------|-----------|-----------|-----------|
| Purchase Price | 62 | 65 | 70 | 75 | 80 | 85 |
| \$350,000 | \$199,350 | \$192,700 | \$181,500 | \$172,750 | \$159,800 | \$142,300 |
| \$400,000 | \$226,400 | \$218,800 | \$206,000 | \$196,000 | \$181,200 | \$161,200 |
| \$450,000 | \$253,450 | \$244,900 | \$230,500 | \$219,250 | \$202,600 | \$180,100 |
| \$500,000 | \$280,500 | \$271,000 | \$255,000 | \$242,500 | \$224,000 | \$199,000 |
| \$600,000 | \$334,600 | \$323,200 | \$304,000 | \$289,000 | \$266,800 | \$236,800 |
| \$700,000 | \$388,700 | \$375,400 | \$353,000 | \$335,500 | \$309,600 | \$274,600 |
| \$800,000 | \$442,800 | \$427,600 | \$402,000 | \$382,000 | \$352,400 | \$312,400 |

Down Payment

calculations based on a 1-year cmt, monthly adjusting program with an initial interest rate of 2.79%. maximum apr 7.79% as of 1/1/22.

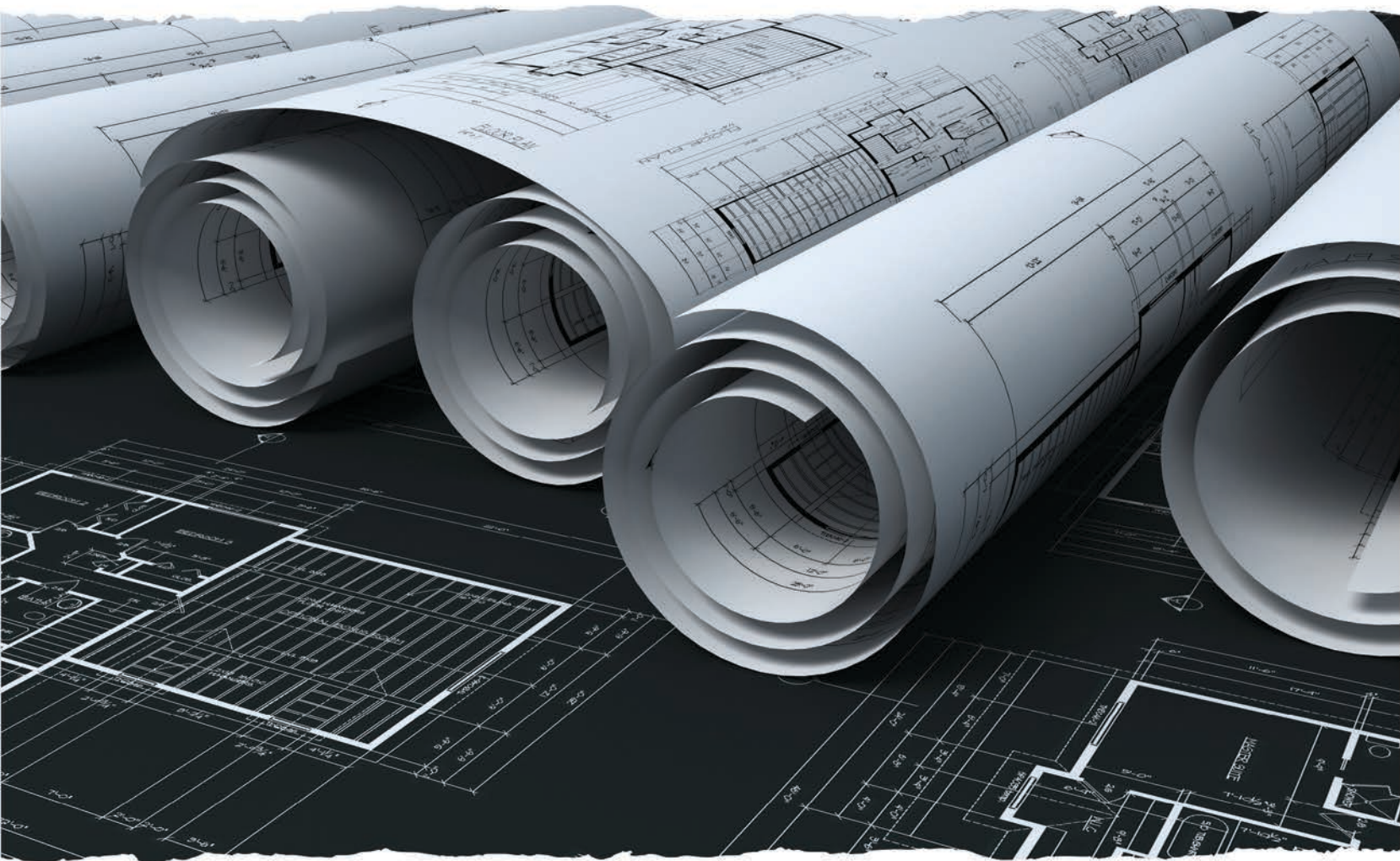
Loan charges will include origination fees, mortgage insurance premiums, and settlement costs which are to be determined. Estimated fees, including upfront FHA mortgage insurance premium, range from \$11,000 to \$16,447 depending upon the value of the home (included in mortgage). Closing costs vary from state to state and can affect down payment. Please check with your HECM Loan Officer for actual figures. Fixed rate options also available. Mutual of Omaha Mortgage, Inc., NMLS ID 1025894. These materials are not from, or approved by, HUD, FHA or any Government Agency. Subject to credit approval. www.nmlsconsumeraccess.org

Lifestyle Home Loan Qualifications

The Lifestyle Home Loan was launched into the market place in January 2009 as a result of the Housing and Economic Recovery Act of 2008.

Three Qualifying Rules

1. For those age 62 or better
2. Lifestyle Home Loan must be used on primary residence only
3. Money brought to closing must come from asset accounts or a gift and cannot be money acquired through debt



Age

It's an FHA requirement that borrowers be at least 62, unless they're married, then one spouse must be 62. If one spouse is 62+ and the other is younger, then they can still use a Lifestyle Home Loan. For example, if one spouse is 58 and the other spouse is 62, the down payment amount would be based on the younger spouse's age.

In reality, unless there is a significant difference in age between spouses, then there won't be a big difference in the amount required for the down payment. However, if one person is 55 and their spouse is 75 then the down payment required will be based on the younger spouse's age. Regardless, you can offer a Lifestyle Home Loan even if one spouse is not 62.

Primary Residence

If your buyer wants to use a Lifestyle Home Loan, then you will need to confirm their intention to live in the home you are building for them as their primary residence. But what if they currently live in another home? No worries, the Lifestyle Home Loan can be used to purchase one of your homes. The way a lender determines your buyer's primary residence is by their tax returns or voter registration card. For example, if all they need to do is establish your buyer lives in Ohio and wants to use a Lifestyle Home Loan to purchase a home in Florida, what next? All that has to be done is for the buyer to establish residency in Florida after they close on the loan.

Down Payment

All monies given to you before and at closing are a down payment. Remember the matrix you looked at in an earlier part of this guide that showed a series of purchase prices and down payment amounts? Here's what you need to know, the total down payment shown on the matrix includes all monies given to you from the buyer.

Down payment funds must come from checking, savings, investments, net proceeds from the existing house sale, or gifts. Funds secured through debt cannot be used for down payment.

9 Things You Should Know



Minimal credit requirements*



Minimal income requirements*



No employment requirements



No debt-to-income ratios



No monthly mortgage payment required**



Homeowner remains solely on title as long as loan terms are met



No personal liability for mortgage debt**



Loan-to value ratios up to 65%



Closing costs are included in mortgage

*A review of applicants credit history and cash flow/residual income is required.

**Borrower must occupy home as primary residence and remain current on property taxes, homeowner's insurance, the costs of home maintenance, and any HOA fees. Loan balance and interest will become due upon a maturity or default event as no longer living in the home as your primary residence, failing to pay your hazard insurance or property taxes, or failing to maintain the property.



QUALIFYING PROPERTY TYPES

Qualifying Property Types

The following eligible property types must meet all FHA minimum property standards (MPS) and flood requirements.

- Single Family Residence (SFR)
- Condos (FHA approved communities)
- Attached or detached Planned Unit Development (PUD)

For a mortgage to be insured by the FHA, it has to meet the MPS.

Minimum property standards do not relate to things like siding, doors, windows, gutters or downspouts. They also do not relate to interior finishes, such as flooring, wall covering or kitchen cabinets. In the simplest terms, a home will need to meet minimum local and state building codes to qualify for a Lifestyle Home Loan.

SFR or PUD

If you build single-family residences or planned unit developments/patio homes, then FHA approval of your communities will NOT be required.

Condos

If you build condo communities and the HOA pays the homeowners insurance, then you'll need to get your community FHA approved to offer the Lifestyle Home Loan. Previously, you could get a community approved once and it was good forever. However, FHA changed the rules on condo community approval requiring recertification every two years. Individual phases should be declared for each unit as it is being built. FHA will not allow more than 50% of approved units to use the Lifestyle Home Loan/FHA financing.

So that if you are launching a NEW community and the initial Phase is four buildings, then only two of them can use a Lifestyle Home Loan.. This is something to consider when planning out the phasing. As more units get declared/phased and annexed into the approval, the number of financed units will increase respectively.

Site Condos vs. FHA Approved Condos

Site condos do NOT require FHA approval. However, it's important that the requirements listed below are met for FHA to consider it a "Site Condo."

From FHA Condo Approval Guidelines: 1.8.1 Site Condominiums. Condominium project approval is NOT required for Site Condominiums meeting all the following:

1. Single family totally detached dwellings (no shared garages or any other attached buildings or e.g. archways, breeze-ways); and
2. Are encumbered by a declaration of condominium covenants or condominium form of ownership; and
3. The condominium unit consists of the entire structure as well as the site and air space and are not considered to be common areas or limited common areas; and
4. Insurance and maintenance costs are totally the responsibility of the unit owner; and
5. Any common assessments collected will be for amenities outside of the footprint of the individual site.

Condominiums that do not meet this definition will require full project approval.

Timeline for Condo Approval

The process for FHA condo approval takes approximately 30 days from the time a completed package is submitted to FHA. If there are missing items from the initial package, then FHA will provide the lender with a list of missing items. The lender will submit the missing items to FHA, and it can take up to 30 days to secure final approval.

Be sure to work with a reputable lender partner who understands the entire process to assure you receive FHA approval in as short a time as possible. Our condo specialists will also educate you on the guidelines, so if you're not meeting specific requirements we can address that prior to submission.



To learn more visit:
Mutual.builders.com



What Did You Decide?

Builders that have embraced the Lifestyle Home Loan Strategy and completed the Lifestyle Builder Certification Training have seen a significant increase in sales as a result of using a Lifestyle Home Loan. Before you take the next step, you need to know the one big thing that makes the this loan work to your advantage. Without knowing this important strategy, you may not experience maximized leverage. The key to success is to have something good to say, say it well and say it often.

Have Something Good To Say

The quickest way to get your ideal prospects attention is to have some good news to share with them that is unique and specific. If you reach out to baby boomer buyers and let them know you have a little-known strategy to help them buy their dream home with no monthly mortgage payments*, then this passes the “have something good to say” test. It’s important to understand that buyers want to feel like you are talking directly to them. Most builders go to market with a wide net message trying to appeal to anyone willing to buy one of their homes. This strategy doesn’t deliver as good of results as compared to a narrow niched message.

Say It Well

The ultimate test of words is measured by if the listener immediately creates a mental image followed by an emotional response in their belly. When this happens, you can be assured your audience is fully engaged with your message.

Say It Often

Once you have established something good to say, and you combine it with saying it well, then the last step is

to say it often. Use as many advertising mediums as possible. You have to know how your ideal buyer likes to learn about new things, so offering them multiple advertising mediums will assure your message is received. A good example would be printed educational materials. Other examples may include a video on your website. Video remains the most powerful communication medium to date as it allows you to connect with your audience a short time.

Once you know **what to say** and **how to say** it, then all you have to do is **keep telling your story** using as many advertising mediums as possible. So what’s stopping you from implementing this type of marketing campaign in your business? The most common response we hear from other builders goes something like, “We don’t know how to put the right message into a system that automatically delivers it to qualified prospects.” One regional builder using the Lifestyle Home Loan since 2010 boasts that 29% of sales are a result of offering an alternative to paying cash or securing a traditional mortgage. They are experiencing real results because they use a proven system to attract qualified buyers.

*Borrower must occupy home as primary residence and remain current on property taxes, home owner’s insurance, the costs of home maintenance, and any HOA fees.

Introducing the Lifestyle Home Loan Builder Blueprint

A Proven System To Attract Boomer Buyers and Sell More Profitable Homes

Most banks and traditional lenders don't offer a loan like the Lifestyle Home Loan, so partnering with the right lender is crucial. We provide you with professional services and education to help you effectively communicate and sell more profitable homes to Boomers.

Professional Services

We are proud to offer builder partners industry leading fulfillment turn times and service levels. You will have confidence knowing that we understand what it takes to close loans in a timely manner.

Additional services we provide include:

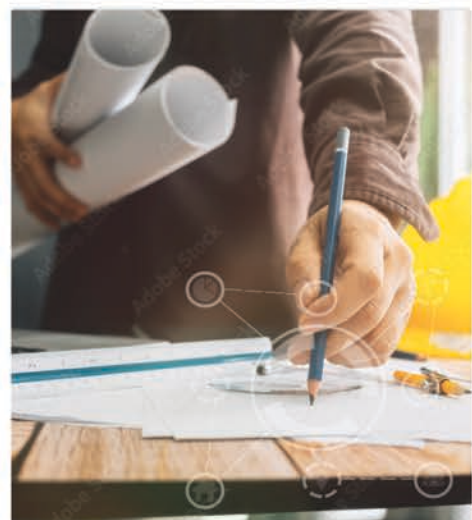
- FHA Condo Approval/Annexation
- Local New Construction Appraisal Panel
- UW Reviewed Loan Commitments

Education: Lifestyle Home Loan Academy

- Lifestyle Home Loan Certification Course for Sales Associates
- Lifestyle Home Loan Certification Course for Realtors

Local Lifestyle Home Loan Specialist

The Lifestyle Home Loan Specialist assigned to your account will become a valuable addition to your team. They will conduct local Buyer's Seminars, Realtor Certifications and Special Events. And if your sales associates need to have the program explained more thoroughly to a client just give them a call. You now have a turn-key proven program that will allow you to sell more homes, at higher price points, for more profit. Imagine having your sales associates simply handing prospective buyers our 28-page Lifestyle Home Loan Home Buyer's Guide and letting this powerful tool do all the educating, qualifying, and selling. It is really that simple!



Frequently Asked Questions

Can I use a standard purchase contract with a Lifestyle Home Loan?

The most important thing you need to know is that the purchase contract cannot contain any language about seller concessions or seller paid closing costs. This includes owner's title, and home and gas warranties. In addition, there cannot be any exchange of personal property or builder incentives.

Is a FHA amendatory clause required?

Yes. The Lifestyle Home Loan is an FHA-insured loan so

all parties must sign the FHA Amendatory Clause before a loan application is taken.

When is the loan application taken?

The loan application is taken 30 to 45 days prior to when the Certificate of Occupancy has been issued.

What is the typical turn time for appraisals?

In most areas you can expect turn times for appraisals of between 7-10 days.

Letters from Builders

Over the years we've received many letters from our builder partners expressing thanks. Below is a small sample of what the H4P Program has done for builders just like you.



"Since 2014, over 20% of our sales have used a Lifestyle Home Loan. Some of these folks would not have been able to purchase a home in one of our communities without using this financing tool."
-Chad G.



"We now have more prospects coming in the door that walk out as buyers then ever before. The Lifestyle Home Loan has really increased our sales conversion rates."
-Steve A.



"We differentiate ourselves from builders in the market who don't offer a Lifestyle Home Loan. It give us another tool in the toolbox to meet our customer's needs."
-Jonathan W.



"I initially thought the Lifestyle Home Loan would help us sell more homes, but it went beyond that because it allows us to sell more options too. All builders should seriously consider using the loan."
-Frank C.

What's the Next Step?

- Get all your questions answered by scheduling a meeting with your local licensed Lifestyle Home Loan Officer or by attending our next live online webcast presentation. Register by going to: mutual.builders.com
- Schedule Lifestyle Home Loan Certification training for your sales associates. This is a two-hour class with one-hour Q&A.
- Schedule Lifestyle Home Loan training for your title company to cover the unique aspects of the Loan closing process.
- Order your Lifestyle Home Loan marketing materials for each of your communities.
- Secure a day and time for your first Lifestyle Home Loan Buyer's Seminar and invite prospects and Realtor referral partners to learn about the launch of a new financing option for Boomers 62 and better.
- Secure a day and time for your first Lifestyle Home Loan Certification training for realtors. This is a 2-hour class with 1-hour Q&A.

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