

# EXPAND YOUR PURCHASE BUSINESS WITH REVERSE MORTGAGES



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#4450251242



# YOUR PRESENTERS



**Wholesale Training Director**

<https://www.linkedin.com/in/barnes-craig-training-guru/>

*Craig Barnes has more than 20 years of experience in the reverse mortgage industry. During that time, he has trained thousands of loan officers and operational professionals, helping elevate performance across all levels of the business.*



**Wholesale Account Executive  
& Sales Team Lead**

[linkedin.com/in/petekulis](https://www.linkedin.com/in/petekulis)

*Pete Kulis has over 20 years of mortgage industry experience, serving as a Reverse Mortgage Account Executive in both retail and wholesale. He is known for his product expertise, strong broker relationships, and consistent, compliant sales performance.*

# AGENDA

- What you're missing?
- Who is your borrower?
- The downpayment
- SecureEquity® – Mutual's Jumbo Reverse Mortgage

# Reverse Purchases



**More house,  
same money**

- More square footage/better lot
- More upgrades
- Better location



**Same house,  
less money**

- Existing portfolio remains intact
- Invest sale proceed for future use

# WHAT YOU'RE MISSING (FOMO)

- **Higher loan amounts**
  - Almost all loans are full-draw
- **Newer properties**
  - Fewer appraisal issues
  - No repair set asides
- **Marketing potential**
  - 55+ builders
  - SRES realtors
  - Financial planners

# Loan Amounts

## Traditional Reverse Loans (refis)

- \$204,225

## Reverse Purchases

- HECM - \$216,397
- SecureEquity<sup>®</sup> - **\$404,300**
- Combined - \$255,693

Based on 9,395 closed Mutual of Omaha Reverse loans



# Property and Appraisal Dynamics: Purchase vs. Refinance

- **New Properties & Condition**

- 37% of older Americans purchase newer homes to avoid renovation needs
- No repair set-asides on purchase transactions
- Any required repairs must be completed by the seller prior to closing

- **Property Types**

- 70% Single-Family Residences
- Higher condo concentration (8%) compared to other age groups
- Streamlined condo approvals available with SecureEquity®

- **Value & Appraisal Behavior**

- Refinance borrowers are often emotionally anchored to value expectations (prior purchase price), market peaks, AVM/Zillow estimates, leading to Reconsiderations of Value (ROVs) or loan fallout due to value gaps.

# Your Network

## REALTORS

### Two Commissions

- Sell the current home AND the new one

### Higher Sale Prices

- Increase spending power by 50% or more

### SRES

- Focus on the Senior Real Estate Specialist designation

## BUILDERS

- Sell more homes
- More upgrades, square footage
- 26% of 70+ buy in 55+ communities
- Less cost conscious

## FINANCIAL PLANNERS

- More assets under management
- May have tax advantages
- Overfunding automatically creates a growing line of credit

# THE BORROWERS

## 2010-2025

***“In just 15 years, the average U.S. homebuyer went from 39 to 59 years old: Top analyst reveals how the housing market has warped in one generation.”***

– Fortune 11/13/25

# Not First Time Homebuyers

- Previous or current homeowners
- Experienced buyers
  - 6% have investment properties and/or 2nd homes
- Compromise
  - 28% of boomers compromised on price
  - Even more compromised on condition, size, and style

## PRIOR LIVING ARRANGEMENT

Exhibit 1-14 (Percentage Distribution)

	AGE OF HOME BUYER						
	All Buyers	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
Owned previous home	61%	25%	49%	58%	73%	86%	87%
Rented an apartment or house	27	49	36	31	20	9	6
Lived with parents/relatives/friends, paid rent	5	13	8	3	3	2	3
Lived with parents/relatives/friends, did not pay rent	4	12	4	3	3	2	3
Rented the home ultimately purchased	2	2	3	4	1	1	1

# Multi-Generational Living

- Down payment coming from multiple sources
- Caretaking for self, or aging parents
- Baby boomers qualify for reverse AND are parent's caregivers

## HOME PURCHASED WAS A MULTI-GENERATIONAL HOME (WILL HOME ADULT SIBLINGS, ADULT CHILDREN, PARENTS, AND/OR GRANDPARENTS)

Exhibit 1-5

(Percent of Respondents)

AGE OF HOME BUYER

	All Buyers	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
Multi-generational household	17%	7%	12%	21%	15%	13%	21%
Reasons for purchase:							
Cost Savings	36	42	33	22	10	12	19
Health/Caretaking of aging parents	25	31	35	28	29	35	29
Children/relatives over 18 moving back into the house	21	11	17	28	24	20	14
Children/relatives over 18 never left home	20	4	16	29	16	9	5
To spend more time with aging parents	18	32	32	12	6	5	5
Wanted a larger home that multiple incomes could afford together	13	18	10	7	8	8	12
None of the above	18	16	17	14	21	27	33
Other	6	7	4	7	9	3	5

# Their Forever Home

- 82% of older boomers are planning to stay in their new home for 8 or more years!
- No monthly P&I payment due FOREVER!
- Stay in the home FOREVER!

## EXPECTED LENGTH OF TENURE IN HOME PURCHASED

Exhibit 2-14 (Percentage Distribution)

	AGE OF HOME BUYER							
	All Buyers	18 to 25	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
1 year or less	1%	1%	*	1%	1%	1%	2%	6%
2 to 3 years	5	8	5	4	5	5	5	6
4 to 5 years	12	21	22	11	14	8	7	9
6 to 7 years	3	4	6	4	3	1	1	*
8 to 10 years	21	26	24	22	21	16	24	36
11 to 15 years	12	7	7	10	11	12	18	20
16 or more years	45	32	35	46	44	57	40	22
Don't Know	2	1	1	1	1	1	3	1
Median	15	10	10	15	15	20	15	10

# Buying and Selling

## Good News!

Americans are selling where boomers are buying

### AGE OF HOME SELLER

	All Sellers	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
<b>Suburb/Subdivision</b>	48%	44%	45%	54%	49%	44%	41%
<b>Small town</b>	18	23	19	17	17	15	20
<b>Urban area/Central city</b>	16	24	20	15	16	14	15
<b>Rural area</b>	14	9	15	12	13	16	11
<b>Resort/Recreation area</b>	5	*	1	2	5	10	13

### SENIOR-RELATED HOUSING BY TYPE OF HOME PURCHASED AND LOCATION

Exhibit 2-5 (Percentage Distribution)

#### AGE OF HOME BUYER

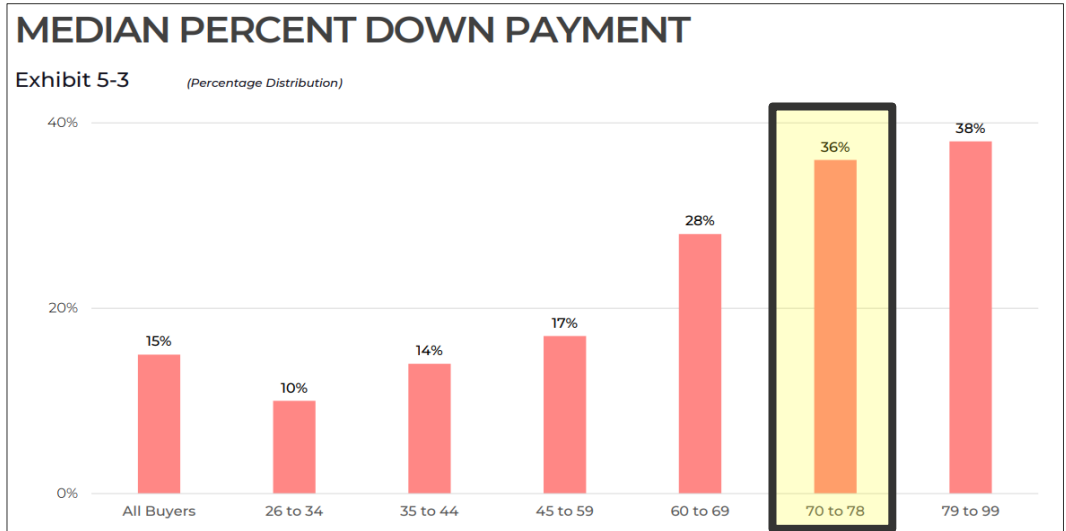
<u>Location</u>	All buyers over 60	60 to 69	70 to 78	79 to 99
<b>Suburb/ Subdivision</b>	52%	41%	49%	44%
<b>Small town</b>	20	25	23	24
<b>Resort/ Recreation area</b>	12	14	13	14
<b>Rural area</b>	10	14	11	13
<b>Urban/ Central city</b>	6	5	5	5

# THE DOWN PAYMENT



# Down Payments – All Loans

- Baby boomers have large down payments, but not enough to pay cash for their dream retirement home
- They don't want a monthly mortgage payment\*
- Harder to qualify – 40.6% of 60+ borrowers were rejected for DTI



# Sitting on Equity

Americans 65+ have over \$14 trillion in home equity.

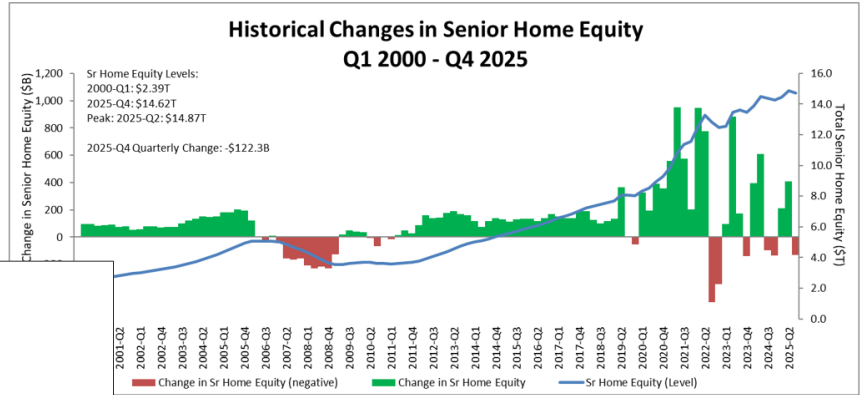
## TENURE IN PREVIOUS HOME

Exhibit 6-15 (Percentage Distribution)

### AGE OF HOME SELLER

	All Sellers	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
<b>1 year or less</b>	5%	3%	5%	4%	4%	4%	6%
<b>2 to 3 years</b>	9	20	10	10	10	7	4
<b>4 to 5 years</b>	13	32	22	15	11	8	10
<b>6 to 7 years</b>	12	23	16	12	9	10	10
<b>8 to 10 years</b>	11	16	19	14	9	9	13
<b>11 to 15 years</b>	14	2	20	15	13	11	8
<b>16 to 20 years</b>	11	2	6	15	10	13	6
<b>21 years or more</b>	26	2	1	15	34	38	44
<b>Median</b>	10	5	7	9	13	16	15

## Quarter Over Quarter Changes in Senior Home Equity



RiskSpan, Inc.  
 American Community Survey, Census, FHFA, Federal Reserve

51% of older boomers have lived in their current home at least 16 years.

# Equity vs. Income

- 45% of 70-79 have household income less than \$125,000
- Q4 2025 median sales price – \$405,300, meaning buyers need at least \$120,000

## HOUSEHOLD INCOME OF HOME BUYERS

Exhibit 1-2 (Percentage Distribution)

	AGE OF HOME BUYER							
	All Buyers	18 to 25	26 to 34	35 to 44	45 to 59	60 to 69	70 to 78	79 to 99
Less than \$25,000	3%	4%	1%	1%	2%	5%	3%	3%
\$25,000 to \$34,999	3	7	1	1	1	5	7	7
\$35,000 to \$44,999	4	7	3	3	2	5	5	9
\$45,000 to \$54,999	6	7	7	3	5	6	7	9
\$55,000 to \$64,999	6	9	6	4	4	7	8	10
\$65,000 to \$74,999	7	7	6	8	4	7	11	5
\$75,000 to \$84,999	7	10	8	6	5	7	9	10
\$85,000 to \$99,999	9	14	12	8	9	8	12	5
\$100,000 to \$124,999	15	16	18	15	16	13	13	13
\$125,000 to \$149,999	10	11	9	10	10	10	7	9
\$150,000 to \$174,999	8	2	7	9	11	7	5	4
\$175,000 to \$199,999	6	2	7	7	8	4	3	3
\$200,000 or more	19	1	15	26	23	16	10	14
<b>Median income (2023)</b>	<b>\$108,800</b>	<b>\$84,000</b>	<b>\$108,300</b>	<b>\$127,500</b>	<b>\$130,000</b>	<b>\$100,000</b>	<b>\$85,000</b>	<b>\$82,000</b>

# STATE BY STATE

# Top 5 States

## Median Sales Prices

### Average Home Price in the U.S. in 2025: \$522,200

The national average home price in the U.S. was \$522,200 in May 2025, according to the U.S. Census Bureau and Department of Housing and Urban Development (HUD). By comparison, HUD data revealed the median U.S. price in May 2025 was \$426,600. Redfin's data revealed a similar median price of \$440,913 for all home types in the same period. All calculations are based on sale prices, not listing prices.

- Washington DC – \$1,360,000
- Hawaii – \$957,800
- California – \$906,500
- Massachusetts – \$702,400
- Washington State – \$690,100

# Reverse Loans vs National Sales

## Top 5 Reverse States by Volume

- **California**
- Florida
- **Washington State**
- Colorado
- Arizona

## Top 5 Reverse States by Median Sales Price (*All Loans*)

- Washington DC
- Hawaii
- **California**
- Massachusetts
- **Washington State**

# SecureEquity®

# SecureEquity® Advantages

- Higher proceeds than HECMs – up to \$4,000,000
- Younger borrowers – 55 in most states
- Payoff debt to qualify or to consolidate debt
- Easier condo approval
- Amendatory Clause and Real Estate Certification not required
- Only EMD funds >2% must be sourced

# Top 5 States

	<i>California</i>	<i>Florida</i>	<i>Washington State</i>	<i>Colorado</i>	<i>Arizona</i>
	<b>SecureEquity+</b>				
Average Purchase Price	\$906,500	\$436,600	\$680,100	\$671,100	\$466,500
<b>Contribution from Loan</b>	<b>\$425,213</b>	<b>\$197,205</b>	<b>\$307,684</b>	<b>\$315,376</b>	<b>\$217,849</b>
Required Deposit	\$481,287	\$239,395	\$372,416	\$355,724	\$248,651

Example shown is for illustrative purposes only. Borrower age 75. Actual down payment amounts may vary based on interest rate, borrower age and other factors. This range assumes closing costs will be financed into the loan. Closing costs include an up-front mortgage premium of the property value as well as other closing costs such as an origination fee, title insurance, appraisal fee, credit report fee and recording costs

# More Purchase Power – SecureEquity®+

Age 55 - 58.2%

Loan Purchase		Purchase Power: \$632,629			
Purchase Price:	<input type="text" value="0.00"/>	Earnest Money:	<input type="text"/>	Perform Home Inspection:	<input type="checkbox"/>
Available Assets (estimate):	<input type="text" value="400,000.00"/>	First Time Homebuyer:	<input type="checkbox"/>	Perform Pest Inspection:	<input type="checkbox"/>
HUD REO:	<input type="checkbox"/>	Sales Contract Date:	<input type="text" value="MM/DD/YYYY"/>	Perform Survey Inspection:	<input type="checkbox"/>
Property Status:	<input type="text"/>				

Age 65 - 66.5%

Loan Purchase		Purchase Power: \$666,178			
Purchase Price:	<input type="text" value="0.00"/>	Earnest Money:	<input type="text"/>	Perform Home Inspection:	<input type="checkbox"/>
Available Assets (estimate):	<input type="text" value="400,000.00"/>	First Time Homebuyer:	<input type="checkbox"/>	Perform Pest Inspection:	<input type="checkbox"/>
HUD REO:	<input type="checkbox"/>	Sales Contract Date:	<input type="text" value="MM/DD/YYYY"/>	Perform Survey Inspection:	<input type="checkbox"/>
Property Status:	<input type="text"/>				

Age 75 - 88.7%

Loan Purchase		Purchase Power: \$754,713			
Purchase Price:	<input type="text" value="0.00"/>	Earnest Money:	<input type="text"/>	Perform Home Inspection:	<input type="checkbox"/>
Available Assets (estimate):	<input type="text" value="400,000.00"/>	First Time Homebuyer:	<input type="checkbox"/>	Perform Pest Inspection:	<input type="checkbox"/>
HUD REO:	<input type="checkbox"/>	Sales Contract Date:	<input type="text" value="MM/DD/YYYY"/>	Perform Survey Inspection:	<input type="checkbox"/>
Property Status:	<input type="text"/>				

Example shown is for illustrative purposes only. Actual down payment amounts may vary based on interest rate, borrower age and other factors. This range assumes closing costs will be financed into the loan. Closing costs include an up-front mortgage premium of the property value as well as other closing costs such as an origination fee, title insurance, appraisal fee, credit report fee and recording costs.






# BROKER PROTECT<sup>SM</sup>

- ✓ Mutual of Omaha Reverse Mortgage will not solicit your borrowers and will exclude them from targeted marketing campaigns
- ✓ You will be alerted if a payoff is ordered on one of your loans
- ✓ Your firm's name will be added to the monthly servicing statement

**We Support Your Business – Not Compete With It.**

# Learn More

Join us for our reverse purchase series, offered each month to learn more

June 22, 1:00 ET	The Market	
June 23, 1:00 ET	Purchase Basics	
June 24, 1:00 ET	Scenarios and Quantum Reverse	

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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.

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