

Home Equity Conversion Mortgage (HECM) for Purchase Tips for Realtors & Builder New Home Sales Consultants

How can HECM for Purchase (H4P) help realtors and builders? *Sell more homes at higher prices*

- **Increase purchasing power***—Makes buying a higher-priced home with desired upgrades or amenities easier to afford
- **Capture new customers**—Baby boomers age 62+ don't want monthly mortgage payments, but are hesitant to use the majority of their assets to purchase a new home
- **Set yourself apart**—Be the only professional in your market who's familiar with the program
- **Sell homes faster**—Customers must often wait to get the highest price for their departure home; HECM for Purchase gives them more financial freedom to buy YOUR house faster

*Available proceeds depend on age of youngest borrower, current expected rate and home value

How?

Starting the conversation

- **Benefits of H4P include:**

- Non-recourse, FHA-insured loan¹: Borrowers and heirs are not responsible for any amount of the loan balance that exceeds the value of the home
- Alternative to a traditional mortgage or paying all cash, exclusively for people age 62+
- One-time up-front investment of about 29% to 50% of the purchase price* ,depending on borrower age; H4P finances the rest
- No monthly mortgage payments are required as long as the customer lives in the home (As with any home-secured loan, borrower must remain current with property taxes, insurance and maintenance for the loan to remain in good standing)

- **Give customers age 62+ our HECM for Purchase brochure and let them know that this explains the details**

¹ This cash required range assumes closing costs will be financed into the loan.

**If the customer is interested, contact us to review
program details with them.**



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