



**National Reverse Mortgage Lenders Association**  
**Borrow with Confidence Campaign**

**About the Campaign**

Reverse mortgages continue to be a valuable tool to help seniors fund their longevity with National Reverse Mortgage Lenders Association (NRMLA) members originating over 90% of all reverse mortgage loans nationwide. Members must adhere to a strict Code of Ethics & Professional Responsibility that requires the highest ethical treatment of reverse mortgage customers before, during, and after they receive their loans. To make borrowers totally aware of these guidelines, NRMLA is proud to kickoff a public education campaign, entitled Borrow with Confidence.

Borrow with Confidence highlights our promise to the customers of NRMLA members that they will be treated in the most honorable and ethical manner. At the core of the Borrow with Confidence campaign is the Pledge to Reverse Mortgage Borrowers and Your Roadmap to a Reverse Mortgage documents. Both the pledge and roadmap documents clearly outline what borrowers can expect from a reverse mortgage lender during the life of the lending process. Seniors interested in learning how a reverse mortgage might better their financial health can Borrow with Confidence from a NRMLA member.

The *Pledge to Reverse Mortgage Borrowers* is an oath to borrowers. It is a written document that details everything a borrower can expect from a NRMLA member lender. It includes 19 different promises to borrowers that, when followed, will allow borrowers to have a safe and deliberate lending experience. The Pledge is a blueprint for lenders to give customers full information, ensure you get the most out of the counseling session, have plenty of time to ponder your decision, and talk with advisors before proceeding. After your loan closes, the Pledge promises that NRMLA member lenders will immediately inform customers if they have fallen behind on your tax and insurance obligations, keep them informed of their current loan balances, and always be available to answer any questions they may have about their accounts.

*Your Roadmap to a Reverse Mortgage* is about transparency. It's a detailed guide that clearly explains the reverse mortgage process from the moment a customer considers a reverse mortgage to repayment. The Roadmap even offers "red lights" that can alert borrowers to potential problems in the process.

For instance, no fees may be incurred on behalf of the borrower until he or she has successfully completed counseling with the sole exception of a credit report. If the lender attempts to incur a fee on behalf of a customer before they have a signed counseling certificate, the customer should find a lender who follows the rules of the road.

Along with the introduction of the Pledge and Roadmap, we will soon be introducing the complete redesign of our website, [www.reversemortgage.org](http://www.reversemortgage.org). The new website is a consumer's place for Borrow with Confidence online. It features online versions of the Pledge and Roadmap. The website also features a tool to find a local lender, a reverse mortgage calculator, a quick link to report a problem with your reverse mortgage experience, and stories of other borrowers who have used reverse mortgages to transform their finances. We are excited by the new website, [www.reversemortgage.org](http://www.reversemortgage.org), and it should be the first stop for any borrower looking for third party information about reverse mortgages.

Reverse mortgages are valuable tools and important lifeline for many seniors. Borrow with Confidence is an opportunity to proactively educate key constituencies about NRMLA's industry leadership role. The campaign demonstrates that the NRMLA is committed to ensuring that borrowers are provided with all available tools make informed and deliberate product decision.