



What is NRMLA?

As the national voice for the reverse mortgage industry in Washington, D.C., National Reverse Mortgage Lenders Association, or NRMLA, serves as an educational resource, policy advocate and public affairs center for reverse mortgage lenders and related professionals.

NRMLA was established in 1997 to enhance the professionalism of the reverse mortgage business. In that capacity, NRMLA educates consumers, trains lenders to be sensitive to the needs of older Americans, enforces our Best Practices and Code of Conduct, and promotes reverse mortgages in the news media.

What NRMLA Has Accomplished

- Spearheaded a hugely successful nationwide consumer awareness campaign to educate seniors, family members, and others about the pros and cons of reverse mortgages.
- Created a heavily visited web site, ReverseMortgage.org, featuring a Lender Locator that generates business for our members.
- Developed a Code of Conduct and Best Practices that has enhanced the industry's reputation and protects consumers.

Key Membership Benefits

- **Complimentary lender listing(s) on ReverseMortgage.org.** Each day, NRMLA receives an estimated 2,000 unique visits to our web site, ReverseMortgage.org, from consumers who want to learn about reverse mortgages and locate a lender who can assist them. Seniors, especially, prefer working with a lender that abides by our strict Code of Conduct and Best Practices. As a result of the traffic generated, members tell us this "virtual" presence offers a solid source of business.
- **Learn While-U-Lunch.** The "Learn While-U-Lunch" program is a Members Only conference call held the second Tuesday of each month to discuss topics beneficial to the growth of your business. (Note: Each program costs \$25 or you can purchase 6- and 12-month package deals at a discount.)
- **The Monday Report.** Published every other Monday, The Monday Report is an email newsletter that covers market trends, senior issues, legislative and regulatory updates and other NRMLA activities.
- **Reverse Mortgage magazine.** Receive our print newsletter featuring in-depth stories on management and marketing issues, business trends, and other useful topics. Copies of our old newsletter, *Reverse Mortgage Advisor*, are archived on our trade site, NRMLAOnline.org.
- **Reverse Mortgage Online Update.** This newsletter is an email version of *Reverse Mortgage* magazine. Published once a month, Reverse Mortgage Online Update includes 2-3 feature stories on different business topics and our Kitchen Table section.
- **NRMLAOnline.org.** In addition to our consumer site, NRMLA maintains NRMLAOnline.org as an informational resource for members. HECM statistics, FHA Mortgagee Letters, press releases, confidential memos, back issues of our newsletters, and other helpful links are posted.
- **Committees.** NRMLA maintains nine committees that you are eligible to participate, including: Congressional Relations; HUD; State & Local Issues; Professional Development; Technology; Consumer Issues; Product Development and Capital Markets; Strategic Relations and Standards & Ethics.
- **Political advocacy.** Through our Reverse Mortgage Working Group, NRMLA works with HUD to make enhancements to the FHA reverse mortgage program. We have also forged strong ties with members of Congress to help shape federal policy beneficial to the growth of our industry.
- **Consumer Booklets.** NRMLA has developed informational booklets—including *Just the FAQs: Frequently Asked Questions About Reverse Mortgages*—that members can purchase at a discount to distribute to prospective borrowers. NRMLA also distributes thousands of copies each year directly to consumers who request information.
- **Discount on Conference Fees.** Our annual meeting and regional conferences enable you to network, discuss major issues, and exchange ideas on business development and management with the most knowledgeable people in the reverse mortgage business.

What is a Reverse Mortgage?

A reverse mortgage is a unique loan that enables homeowners 62 and over to convert a portion of the equity in their homes into tax-free income without having to sell the home, give up title, or take on a new monthly mortgage payment.

Why Should I Originate Reverse Mortgages?

Lender interest in the reverse mortgage program has grown dramatically as rising interest rates have dampened conventional home loan originations and refinance activity.

Reverse mortgages not only provide additional fee income, they also offer financial institutions a way to promote community stability, receive favorable publicity, and credit under the Community Reinvestment Act (CRA).

Who Belongs to NRMLA?

- State and federally-chartered banks
- Mortgage lenders and brokers
- Loan servicers
- Credit unions
- Investors
- Vendors, including attorneys, title insurance companies, doc prep companies, advertising and marketing firms, lead generation companies, appraisers, etc.

How Much Does It Cost to Join?

Annual membership dues vary based on the number of reverse mortgages produced during the previous year, ranging from \$1,000 to \$2,750. Vendors join as Associate Members at \$1,500 annual dues, while non-profits, such as counseling agencies, can join for \$350. Any employee of a NRMLA member firm, who has not already been appointed as a Primary or Alternate Delegate for their company, can join as a Additional Delegate for \$50.

NRMLA MEMBERSHIP APPLICATION

Membership is by firm, with each member firm designating an individual Primary Delegate and an Alternate Delegate to serve as an Individual Member of NRMLA. The Primary Delegate is the principal contact for the Member. Individual Members receive their own copies of the NRMLA newsletter, memoranda, and other communications, and vote. Only Individual Members may vote on NRMLA matters and for NRMLA Directors. NRMLA Members are required to comply with the NRMLA Code of Ethics and Professional Responsibility as it is amended from time to time.

Select Membership

| CHOOSE 1 | MEMBERSHIP CATEGORIES | CATEGORY DESCRIPTION | COMPLIMENTARY WEB SITE LISTINGS | ANNUAL DUES* |
|--------------------------|-----------------------------|--|---------------------------------|---------------|
| | Lender Members | Firm that originates or services reverse mortgages in the capacity of a lender, correspondent or broker. Dues are based on reverse mortgage origination volume for the previous 12-month period. Lender Members are entitled to complimentary state listings in the Lender Locator on NRMLA's website. | | |
| <input type="checkbox"/> | More than 50 loans | | 5 | \$2,750/firm |
| <input type="checkbox"/> | 25-50 loans | | 3 | \$1,750/firm |
| <input type="checkbox"/> | Less than 25 loans | | 1 | \$1,000/firm |
| <input type="checkbox"/> | Associate Member | Firm that provides products or services to other firms or organizations qualifying for membership in another category. | n/a | \$1,500/firm |
| <input type="checkbox"/> | Public Member | Public agencies and non-profit organizations, including counseling agencies. | n/a | \$350/firm |
| <input type="checkbox"/> | GSE/Investor Member | Government-Sponsored Enterprises and investors, including investment banks. | n/a | \$10,000/firm |
| <input type="checkbox"/> | Additional Delegates | Additional individuals from member firms who will receive their own copies of the Association newsletter, memoranda, and other communications. Additional delegates do NOT receive a complimentary web listing on our consumer web site. | n/a | \$50/person |

* Effective January 1, 2010, NRMLA estimates its expenses for lobbying activities are 8.5% of the amount of NRMLA dues. Consequently, 91.5% of the dues you pay are deductible as a business expense.

Primary Delegate Information

| | | | |
|------------|-------------------|-----|--|
| Firm | HUD Lender I.D.** | | |
| First Name | Last Name | | |
| Address | | | |
| City | State | Zip | |
| Telephone | Fax | | |
| Email | | | |
| Web site | | | |

Alternate Delegate Information

| | | | |
|------------|-----------|-----|--|
| Firm | | | |
| First Name | Last Name | | |
| Address | | | |
| City | State | Zip | |
| Telephone | Fax | | |
| Email | | | |
| Web site | | | |

** (10-digit number provided by HUD. Applies to HUD approved lenders only.)

PAYMENT INFORMATION

| | | | |
|---|-------------------------------------|-------------------------------|--|
| Total Amount Enclosed: \$ _____ | | | |
| <input type="checkbox"/> Check Payable to NRMLA | | | |
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard | <input type="checkbox"/> AmEx | |
| Card Number | Exp. Date | | |
| Name on Card | Security Code | | |
| Card Holder Address | | | |
| City | State | Zip | |

Additional Delegate Information

| | | | |
|------------|-----------|-----|--|
| Firm | | | |
| First Name | Last Name | | |
| Address | | | |
| City | State | Zip | |
| Telephone | Fax | | |
| Email | | | |
| Web site | | | |