

REVERSE MORTGAGE Resources to improve your Marketing to Seniors



*Below are different marketing venues you can use to keep your reverse mortgage business and pipeline full. Take one from each category and add them to your arsenal. Next, evaluate which ones are working. Throw out the losers and pick another.

You can't rely on just one resource. Lead providers, governmental changes, and market conditions are constantly changing, therefore what works today may not work next week.

DIRECT MARKETING

- Card Packs (or Card Decks)
- Catalogs
- Co-op Mailers
- Coupons
- Coupon Books & Value Packs
- Letters
- Newsletter
- Package Insert Programs – billing statements
- Postcards – Keep in touch
- Statement Stuffers (invoices, etc.)
- Surveys

E-Mail MARKETING

- Affiliates
- Affiliate Directories
- Article Marketing
- Auction Sites (eBay, etc.)
- Audio/Video Postcards
- Auto-responders (drip marketing)
- Banner Ads
- Banner Exchanges
- Blog Commenting
- Blogging
- Bulletin Boards
- Chat Rooms
- Classified Listings/Ads
- Commercials on Online Movie & TV Shows

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Reverse Mortgage Marketing Advantages for Loan Officers

Comparison Shopping Search Engines

Coupons (online printable)

Craig's List

Directory Listings

Discussion Groups/Forums (participate or host)

Domain Name(s)

E-books (publish, post on e-book directories)

E-card Ads/Coupons

E-mail (bulk & opt-in)

E-mail Signature

E-zine (publish)

E-zine Ads

Free Page Creation

Google News, RSS Feeds

Knowledge Exchange (online consulting)

Landing Page

Linking (one-way, reciprocal exchange, three-way)

Online Press Releases

Online Radio Show (host or interview)

Pay-Per-Click (PPC) Ads (Google AdWords/Adsense)

Podcasting

Pop Up/Pop over/ Pop under Ads

Product Review Sites

Real Simple Syndication (RSS)

Reviews (paid or free)

Search Engines

Search Engine Optimization (SEO)

Shopping Cart

Shopping Engines

Social Bookmarking

Social Networking (Facebook, Twitter, LinkedIn, etc.)

Sponsored Links

Tell-a-Friend

Tele-seminars

Text Links

Usenet Newsgroups

Videocasting

Viral Marketing

Web Coupons

Webinars

Website

Widgets

Wikipedia

YouTube Videos

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Reverse Mortgage Marketing Advantages for Loan Officers

FAIRS, CONFERENCES & TRADE EXPOS

- Senior Festivals
- Senior Centers
- State Fairs
- Chamber Table Tops
- Home Shows

LEAD BUYING - Resources

- Direct mail
- Hot lead transfers
- Call centers
- Seminars mailers
- Seminar Auto fills
- Web leads
- Radio
- 800 # dials
- TV
- Telemarketing
- Auto responders
- Appointment setters

NETWORKING – Get involved

- Association & Club Memberships
- Chamber of Commerce
- Networking Clubs & Groups
- Volunteer Associations

Creative/Outside the box – Different is better

- Business Cards
- Business Info brochures
- Business Name (& using a dba)
- Canvassing - surveys
- Circle of Influence
- Circulars/Flyers
- Customer Reward Program
- Door Hangers
- Employee Discounts
- Food Court Placemats
- Four Foot Rule

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Reverse Mortgage Marketing Advantages for Loan Officers

- Gift Certificates
- Inserts in Shopping Bags
- Jingles and Slogans
- Leave Your Business Card
- Local Phone Number
- Office Location
- On Hold Programming (voice mail)
- Personal Brochures
- Piggy-Back Off Competition
- Point-of-Purchase
- Product brochures
- Professional Title
- Restaurant Placemat Ads
- Shopping Cart Advertising
- Shopping Mall Walkers
- Slip Biz Card in Books
- Stationary
- Step by Step Presentation
- “Take One” Display Racks
- “Take One” Literature Holders (Bingo Halls, Craft Stores, Salons, etc.)
- Toll-Free Number
- Turndowns
- Vanity Phone Number
- Waiting Rooms

PHONE BOOKS, DIRECTORIES, LOCAL & NATIONAL

- Business Listing (white pages)
- Directories (& Resource Guides)
- Information Hotlines
- Specialty Phone Books (seniors, religious, clubs, associations)

PRINT ADVERTISING – DAILY-WEEKLY-MONTHLIES-QUARTERLIES

- Article Ads (also ad series)
- Association Newsletters
- Inserts
- Church Bulletins
- Classified Ads
- Co-op Newsletters (electric, gas, farm, ranch, etc.)
- Daily Newspapers
- Directories
- Magazines
- Maps
- Senior Publications
- Sunday Magazine Supplements

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Reverse Mortgage Marketing Advantages for Loan Officers

Tabloids
Trade Periodicals
TV Guide
Weekly Newspapers
Yellow Page Advertising

PUBLIC RECORD LEADS – Research & Services

Bankruptcies
Collections
Court-Appointed Guardians
Divorce Settlements
Foreclosures
Marriage Licenses
Obituaries
Property Taxes

PUBLIC RELATIONS (PR) - You or Firm

Article Writing (Ezines)
Column; Write/Syndicate
Community Calendar Listings
Event Hosting
Host an Online Discussion Forum (see e-marketing)
Letters to the Editor
Press Releases
Public Service Announcements
Publish a Free Report, Study, or White Paper
Sponsor an Award
Sponsor Library Magazine
Sponsorship
Sweepstakes and Contests
Write Commentary and Editorial

RADIO – ZERO IN ON YOUR

Call in to Radio Talk Shows/be a guest
Host Online Radio Show (see E-marketing)
Host Your Own Radio Show – add a guest
Radio Advertising
Radio Infomercials
Radio Talk Show Guest

REFERRAL MARKETING – The BEST

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Reverse Mortgage Marketing Advantages for Loan Officers

62 Mature/Senior Program
Accountants/Bookkeeper/CPAs
Adult Community Centers
Adult Daycare Services
Advocacy Organizations
Alcohol/Drug Related Services
Alliance on Aging
Alzheimer's/Dementia Care
Ambulance Services
American Association of Retired Persons (AARP) (local branches)
American Cancer Society
American Heart Association
American Red Cross Chapters
Annuities Sales Representatives
Antiques Restoration
Appraisers
Area Agency on Aging
Arthritis Foundation
Assessment/Case Management
Assisted Living Facilities
Associations/Clubs/Lodges (Rotary, Elks, Moose, Lions, Kiwanis, Jaycees, Optimists, Masons, Rotary, Lions, Moose VFW)
Attorneys (guardianship, power of attorney, trusts, bankruptcy, divorce)
Auction/Estate Services
Automobile Dealerships
Automobile Repair Services
Banks
Builders/Developers
Cab Drivers
Care Providers
Certified Aging-In-Place Specialist (CAPS)
Certified Senior Advisors (CSA)
Chamber of Commerce
Charitable Organizations/Foundations
Check Cashing Services
Chore Services (house cleaning, snow shoveling, grass mowing, etc.)
Churches, Synagogues, Mosques, and other religious centers
Civic Groups
Clinics & Community Health Centers
Collection Agencies
Colleges (senior education and enrichment programs)
Community Action Agencies
Condominium Associations
Congregate & Home Delivered Meal Services
Consumer Housing Information Services for Seniors

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Reverse Mortgage Marketing Advantages for Loan Officers

Cooperatives (electric, gas, farmers, ranchers, etc.)
Council on Aging (each county)
County Health Departments
County Treasurer (property taxes)
Credit Counseling Agencies
Credit Unions
Deferred Payment Loans
Dentist & Dental Care Services
Department of Human Services (Aging Services, Food Stamps, Welfare)
Disaster Relief
Doctors
Elder Law Attorneys
Eldercare Agencies
Elderhostel Locations
Elderly Companion & Sitting Services
Emergency and Financial Assistance Programs
Employment Services
Energy Assistance & Weatherization Programs
Errand Services
Estate Planners
Eye Clinics
Fair Housing Council
Finance Companies
Financial Advisors
Financial/Retirement Planners
Foreclosure Departments (banks, etc.)
Foster Grandparent Programs
Funeral Parlors
Geriatricians
Gerontologists
Geriatric Organizations
Golf and Country Clubs
Green Thumb (employment & training for seniors)
Grief Counselors
Grocery Delivery Services
Health Clubs
Health & Medical Product Dealers
Health Organizations (Easter Seals, American Cancer Society, etc.)
Health Plans, HMO's, PPO's, etc.
Health Screening
Hearing Impairment Organizations & Services
Historic Home Societies
Home Chefs
Home-Cleaning Services
Home Health Care Agencies/Providers
Home Hospice

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Reverse Mortgage Marketing Advantages for Loan Officers

Home Repair & Improvement Companies
Home Security System Companies
Homeowners Associations
Homeowners Insurance
Home-Sharing Services
Hospice Organizations
Hospitals
Housing Authority
Independent Living Facilities & Strategists
Information & Referral Sources
Insurance Agents (homeowners, auto, life, health, etc.)
Investment Advisors
Investment Clubs
Job Training & Placement Organizations
League of Women Voters
Legal Assistance Services
Legal Counsel for the Elderly
Long-Term-Care Insurance Agents
Manufactured/Mobile Home Communities/Parks
Meals on Wheels
Medical Alert Companies & Services
Medical Claims Assistance Companies
Medical Equipment Suppliers
Mental Health Groups
Mortgage Bankers/Brokers
Mortuaries & Funeral Homes
National Association of Retired Federal Employees
Nursing Home Counselors
Nutritional Education
Senior Women's Leagues
Outreach Programs (hospital, etc.)
Pawn Shops
Pet Care & Veterinarians
Pet Funeral
Pharmaceutical Outlets
Physical & Occupational Therapists
Prepaid Legal
Political Representatives
Property Managers
Providers of Assistive Technology
Psychologists
Public & Private Libraries
Railroad Retirement Association
Real Estate Agents
Recreation Vehicle Dealerships
Religious Institutions

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Reverse Mortgage Marketing Advantages for Loan Officers

Remodeling Experts
Retired Senior Volunteer Program (RSVP)
Retired Officers' Association
Retired Teachers' Association
Retirement Communities Counselors
Reverse Mortgage Lenders
SCORE (Service Corps of Retired Executives - small business assistance)
Senior Centers/Nutrition Centers
Senior Community Service Employment Program
Senior Discount Programs
Senior Fitness Programs
Senior Hot Lines, Informational Directories, & Referral Services
Senior Life Settlement Representatives
Senior Real Estate Specialists
Senior Services & Organizations
Social Security Administration
Social Service Organizations
Social Workers
State Insurance Commissioner
Support Groups (Cancer, Alzheimer, Parkinson, etc.)
Talking Books
Tax Aid Program
Tax Commission
Tax Preparers (H&R Block, etc.)
Telephone Reassurance Services (telephone buddies)
Title Companies
Transportation Services (senior community, social involvement, medical care, shopping and entertainment)
Travel/Tourist Agencies
Union Groups
United Methodist Counseling Service
United Way Agencies
Utility Assistance Programs
Utility Companies
Veterans Administration/Veterans Affairs
Visual Impairment Organizations & Services
Vo-techs
Volunteer Organizations & Services

SIGNS, POSTERS, DISPLAYS, & ATTENTION GETTERS – all up for grabs

Aerials (blimps, balloons, skywriting)
Airport Terminal Display Billboards
Bench Sign Ads (bus stops, park benches, etc.)
Billboards
Bumper Stickers

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Reverse Mortgage Marketing Advantages for Loan Officers

- Bus Sign Ads
- Bus Stop/Shelter Signs
- Car/Truck Signs
- Community Bulletin Boards
- Outside Business Sign
- Senior Centers Bulletin Boards
- Shopping Mall Booths
- Shopping Mall Display Billboards
- Ski Lift Ads
- Stadium/Arena/Sport Team Ads
- Subway Signs/Ads
- Taxi Signs
- Telephone Poll Signs
- Window Display & Signs
- Windshield Sun Screens
- Yard Signs

SPEAKING OPPORTUNITIES – BUILD YOUR PERSONAL NET WORTH

- Continuing Education Credits (CEU)
- Libraries
- Seminars & Workshops
- Speak on Panels
- Speakers Bureaus
- Speaking Engagements
- Sponsored Programs
- Start Your Own Speakers Bureau
- Teaching
- Teleseminars
- Toastmasters
- Webinars (see e-marketing)

TELEPHONE PROSPECTING (Cold Calling & Telemarketing) Call Centers - Scripts, reporting

TELEVISION/CABLE/MOVIES

- Cable
- Google
- Home Shopping Network
- Infomercials
- Local Cable TV
- Movie Theater Commercials
- Networks
- Product Placement

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TV Talk Show Guest

VIRAL – WEB MARKETING

Amazon

E-bay

Craig's List

Google

Bing

Your own personal Web Site

WORD-OF-MOUTH REFERRALS

Networking

Senior Groups

Send Out Cards



Contact us if you need a kick start toward opening up your marketing funnel!

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