



Genworth®
Financial

JULY 2009 COURSE OFFERINGS

**GENWORTH
FINANCIAL
HOME EQUITY
ACCESS, INC.**

formerly known
as Liberty Reverse
Mortgage, Inc.

*Take advantage of our
extensive education and
training – Register today!*

866 871.1353

genworth.com/reversepartner

		1	2	3 Office Closed- In Observance of 4th of July
6	7 Reverse Mortgage Marketing Fundamentals* 9 am (PDT) Why Genworth? 11 pm (PDT)	8	9	10 Reverse Mortgage Technology 1 pm (PDT)
13	14	15	16	17
20	21 Practical Responses to Clients Questions* 9 am (PDT) Wholesale Orientation 11 am (PDT)	22	23	24
27	28	29	30 Reverse Mortgage Power Hour* 9 am (PDT)	31

Sign up for all courses via our online training center: <https://genworth.webex.com>
Please register for classes at least 24 hours in advance.

*These courses are for approved Broker Partners only and require a password.

ONLINE BROKER COURSES

Live: L Recorded: R Advanced: A Intro: I

OPERATIONS

WHOLESALE ORIENTATION (I) (L/R)

Learn how to get the most out of your relationship with Genworth to help fulfill your business objectives.

GETTING EXCITED (I) (R ONLY)

Are you missing out on the opportunity to change lives by offering Reverse Mortgages? What is the true missed opportunity cost?

TECHNOLOGY* (A) (L/R)

Learn about the technology tools offered by Genworth. This class will include a tour of the Genworth Web site, our marketing portal and the online calculator; including how to draw your own application.

PROCESSING 101* (A) (L/R)

Review the basics of processing a Reverse Mortgage and preparing it for submission. We will also cover what Underwriters review and why.

TRUST AND WILLS (A) (R)

Explanation of which Trusts and POAs qualify for a Reverse Mortgage and why.

SALES

WHY GENWORTH? (I) (L/R)

Are you missing out on the opportunity to change lives by offering Reverse Mortgages? Learn more about the benefits of partnering with Genworth to grow your Reverse Mortgage business.

GENWORTH

REVERSE MORTGAGE

PRODUCT* (I) (L/R)

This will be an in-depth discussion of product parameters and guidelines. We'll provide up-to-date information on what will work best for your client.

PRACTICAL RESPONSES

TO CLIENTS' QUESTIONS* (A) (L/R)

Pro-actively manage your clients' fears with simple tips for overcoming the most common objections to Reverse Mortgages. Debunk the myths associated with Reverse Mortgages.

PREPARING AND COMPLETING THE REVERSE MORTGAGE HECM

APPLICATION PACKAGE* (I) (L/R)

Know what each Reverse Mortgage application form is and why it is included in the application. Learn how to work with your clients to take a complete application and minimize Underwriting conditions.

PROBLEM SOLVING (I) (L/R)

Proactive problem solving through logical step ordering.

REVERSE MORTGAGE

POWER HOUR* (I) (L)

Discuss monthly topic, then open forum.

MARKETING

REVERSE MORTGAGE

MARKETING FUNDAMENTALS* (I) (L/R)

This course explores the differences between Forward and Reverse marketing, explores the marketing pillars that consistently generate business and shows you how to leverage the Marketing Solutions Portal™ to shorten your journey to Reverse Mortgage marketing success.

EXTRACTING MORE

RM LOANS FROM YOUR

SPHERE OF INFLUENCE (A) (L/R)

Explore the different tools available to you to extract more loans from your previous Forward clients as well as from people you know. You will review letters, postcards and communication strategies that are effective at re-energizing your client base to support your Reverse Mortgage efforts.