

# NOVEMBER 2008 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*

3	4	5 Reverse Mortgage Marketing 101* 9 a.m. PDT	6 "Reverse Mortgage Power Hour" with Phil Scott 9 a.m. PDT	7
10	11	12	13	14
17 Day 1 NRMLA Annual Meeting and Exposition Los Angeles, CA	18 Day 2 NRMLA Annual Meeting and Exposition Los Angeles, CA	19 Day 3 NRMLA Annual Meeting and Exposition Los Angeles, CA	20	21
24	25	26	27	28

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

### ADVISOR

#### ORIENTATION (I) (L/R)

Learn how to get the most out of your relationship with Genworth Financial Home Equity Access, Inc. (Genworth), to help fulfill your business objectives. This course is for non-FHA-approved Brokers.

### WHOLESALE/ORIGINATOR

#### 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 OVERVIEW\* (A) (L/R)

Learn about the technology tools offered by Genworth. This class will include a tour of the Genworth website, 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)

Proactively 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.

### POWER HOUR (I) (L)

Discuss monthly topic, then open forum.

## MARKETING

### REVERSE MORTGAGE

#### MARKETING 101\* (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.