



Sun West's Launch of its Reverse Mortgage Hands-on Workshop Series is a Success

For Immediate Release

CERRITOS, CA/EWORLDWIRE/Jan. 23, 2008 --- Sun West Mortgage Company Inc. successfully launched a comprehensive hands-on workshop on reverse mortgages. This unique four-hour workshop was attended by a wide range of mortgage professionals and was focused on training the participants with real-world scenarios. The workshop provided a simple yet powerful way to learn about reverse mortgage programs, products and tools available in the industry so they can become informed Advisors.

The workshop, conducted on January 10 in Irvine, Calif., was hosted by renowned reverse mortgage expert, Paul Scheper. Having helped hundreds of seniors choose a reverse mortgage program, Scheper has been instrumental in helping them to continue living a comfortable life. "For some, a reverse mortgage is a source of income that lets them live a healthy and secure life free of financial worries in their homes; for others, it can help them pursue their aspirations and live comfortably," says Scheper. "The key here is being able to identify with their needs and help the seniors realize them."

Underlining the need to counsel the senior community about reverse mortgages, Hari Agarwal, president of Sun West Mortgage Company, said, "Through these workshops, Sun West educates and coaches professionals, so they can in turn counsel and advise seniors who can benefit from a reverse mortgage."

The core of this workshop was based on understanding seniors' expectations and then counseling them to make an informed choice, while clarifying any misconceptions. The workshop also addressed scenarios where it may be essential to counsel the family. A key point illustrated is for advisors to continue hand-holding seniors even after the close of the transaction.

"This workshop was fast-paced, hands-on, and educational. It really works," said Mary Ann DiBeneditto, Sun West Mortgage Company branch manager in Colorado. With over 20 years of FHA experience, DiBeneditto is now working to make reverse mortgages more accessible in Pueblo, Colo. DiBeneditto adds, "If you would like to make a head start as a Reverse Mortgage Advisor or would like to sharpen your skills as one, this workshop is designed for you. The visual aids, the slideshow, the workbook and audio CDs - all make this very easy to learn. It was the best four hours of learning - ever."

Another veteran professional and senior loan officer, Patricia Stafford from Aliso Viejo, who attended the workshop said, "In my 15 years of continued learning in the mortgage industry, I have never been through such a detailed and thorough training program as this one." She added, "No matter if you are experienced or just starting in the industry, this program is the way to go. It not only provided me with the information on various programs, products, and tools available in the industry, but it also helped me understand and empathize with the subject. After this session, I feel confident that I can counsel seniors and help them make the right decision for a better life."

Paul Scheper is a Harvard University graduate with an M.B.A. from USC. He has earned designations as a Certified Senior Advisor and a Senior Real Estate Specialist and specializes in transferring his "book smarts" into "real world smarts."

Sun West is conducting their next reverse mortgage workshop on February 14, 2008 from 8:30 a.m. to 1:00 p.m. Interested mortgage professionals can reserve a seat by sending an e-mail to reverse@swmc.com and investing \$149.00 in the workshop and training materials (Audio CDs, Workbook).

About Sun West Mortgage Company Inc.

Sun West Mortgage Company Inc. is a FHA, VA, Freddie Mac, Fannie Mae, and Ginnie Mae approved full-service mortgage banker. Sun West has been servicing its nationwide client base since 1980. Its diversified loan programs include FHA single family and multi-family, VA, conventional, jumbo, option ARMs, and home equity. Sun West is one of the few direct lenders to provide in-house underwriting, funding, and servicing for

reverse mortgage products. This is backed by Sun West's revolutionary Web-based software, ReverseSoft. Based in California but doing business nationally, Sun West is dedicated to offering exceptional customer service coupled with integrity, reliability, strength and stability.

About ReverseSoft(R)

ReverseSoft(R) is Sun West's flagship reverse mortgage software that is a turnkey solution from the point of origination to servicing. Built on 27 years of FHA lending and mortgage technology experience, it combines a high-speed underwriting engine based on a rich library of rules with the flexibility and scalability to integrate with third-party systems.

Learn more about:

- . Sun West Mortgage at '<http://www.swmc.com>'
- . ReverseSoft Online at '<http://www.reversesoftonline.com>'
- . Reverse Mortgage Calculator at '<http://www.SimpleHECMCalculator.com>'

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