



# GENERATION™ MORTGAGE

A New Generation in Reverse Mortgages

## **FHA Reverse Mortgages Provide Huge Benefits For Homeowners Aged 62 And Older, Reports Generation Mortgage Company**

*Free Article Provides Senior Homeowners Valuable Information*

For Immediate Release

ATLANTA/EWORLDWIRE/Oct. 16, 2008 --- Generation Mortgage, a leading provider of reverse mortgages, has just made available a new informative article on the benefits of FHA reverse mortgages. The article provides objective and clear explanations of the unique benefits of the FHA-insured reverse mortgage program, including:

- . How the FHA program subsidizes homeowners aged 62 and over with its HECM (Home Equity Conversion Mortgage) program which provides benefits that cannot be obtained anywhere else
- . Dispels the widely held view among so-called experts that the FHA program is "costly" and has "high fees."
- . Shows how FHA's HECM loan provides extra money compared to either a private loan or other alternatives for freeing up home equity such as moving and renting
- . Provides easy to read examples illustrating how the FHA has put policies in place to subsidize senior homeowners with the HECM reverse mortgage program

With its sole focus on reverse mortgages, Generation Mortgage Company offers seniors "A New Generation in Reverse Mortgages" and pledges to deliver outstanding customer service, as exemplified in its servicing. Generation services all the reverse mortgage loans it writes and does not outsource them. Generation benefits from the financial and logistical support of its controlling shareholder, Guggenheim Partners LLC, a renowned financial services firm with more than \$100 billion in assets under supervision.

This educational article, also particularly relevant to financial planners who are searching for additional income sources for their senior clients, is available on Generation's Web site at '<http://www.generationmortgage.com/seniors/products.html>'. For a free information packet, call toll-free 1.866.733.6089.

Generation Mortgage Company is an Equal Housing Lender and member of NRMLA (National Reverse Mortgage Lenders Association).

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**SOURCE:** Generation Mortgage Company