



## **Live Well Financial Announces Hiring Of Seasoned Reverse Mortgage Veteran To Its Wholesale Business**

*Live Well Financial Enthusiastic about Growth Opportunities In Reverse Mortgage Wholesale*

For Immediate Release

RICHMOND, Va./EWorldWire/March 5, 2009 --- Live Well Financial, a nationwide lender and servicer of reverse mortgages, today announced the hiring of Peggy Taylor, CSA, as a Wholesale Account Executive. Taylor joins Live Well Financial with 22 years of financial services experience and 15 years in the reverse mortgage industry. The hiring of Taylor comes as Live Well Financial is experiencing rapid growth in its wholesale business.

"We are very excited to have Peggy on board," says Michael Hild, chairman and chief executive officer of Live Well Financial. "We are experiencing tremendous growth in our wholesale business, and Peggy will be a huge part of the success of our continued expansion."

Peggy Taylor joins Live Well Financial from most recently First Mariner Bank in Maryland, and before that, building the broker network across the United States for Financial Freedom. "I am very excited to be joining Live Well Financial. The management team has built a superior Web-based, user-friendly reverse mortgage technology system. The system provides real-time pricing decisions, allows brokers to find the product that best meets the needs of their borrowers, and automates most of the processing work. This platform that allows Live Well Financial to turn around new applications in 24 to 48 hours."

According to Hild, "Live Well Financial has recently stepped up its enrollment of FHA-approved brokers and correspondent lenders across the nation. We offer highly competitive pricing, industry leading service quality, and no-hassle underwriting. We are able to deliver this value proposition to our wholesale partners because of the significant investment we have made in our proprietary Internet-based technology platform. We are now proud to offer our platform free of charge to our valued wholesale partners. This platform allows brokers and correspondent lenders to process loans from application through to funding, while interacting with Live Well Financial in a paperless environment. This reduces costs and avoids delays for everyone involved in the process.

"Despite the troublesome economy, we are very excited about 2009," says Hild. "The addition of Peggy to an already strong management team and the opportunities we see in the wholesale space are cause for enthusiasm. We plan to leverage our proprietary technology and our access to robust funding sources in order to provide badly needed strength, stability, and service to the reverse mortgage industry. We look forward to partnering with very strong brokers across the country to share in each others success."

Live Well Financial's wholesale partner Web site can be viewed at <http://www.LiveWellFinancial.com/Partners/>. To reach the Wholesale team, call Toll-Free 1 (866) 444-9354.

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**SOURCE:** Live Well Financial Inc.