



Live Well Financial Recognized In Guide, Adding Reverse Mortgages to Your Financial Toolkit

Financial planning guide on reverse mortgages cites Live Well Financial

For Immediate Release

RICHMOND, Va./EWorldWire/July 2, 2008 --- "Adding Reverse Mortgages to Your Financial Toolkit" by John C. Corrigan recognizes Live Well Financial as a prominent lender in the rapidly growing reverse mortgage segment. The article discusses the growing demand and future product opportunities in the reverse mortgage space.

"Live Well Financial continues to lead the industry by bringing forward a complete reverse mortgage solution both to senior homeowners and to financial planners looking to help clients achieve their financial goals," said Michael Hild, chairman and CEO of Live Well Financial. "Not only do today's reverse mortgages offer borrowers the peace of mind that they can live in their homes without making monthly mortgage payments, but we see a significant opportunity to improve on today's products for future generations of homeowners."

As one of the fastest growing programs in the mortgage industry, reverse mortgages are improving the lives of a record number of 62 and older homeowners. This financial tool allows borrowers to access the equity in their homes tax-free as a lump sum in cash; as a guaranteed, lifetime monthly supplement to income; or as a line of credit for easy access in the future. Basically, it works exactly the opposite from traditional mortgages since the borrower receives payments instead of making them.

In "Adding Reverse Mortgages," Mr. Corrigan provides a detailed overview of the existing reverse mortgage space, compares alternative planning options, and discusses the need for financial planners to build up their knowledge to be able to confidentially recommend reverse mortgages to their clients as a key component of their overall financial plan.

About Live Well Financial

Headquartered in Richmond, Va., Live Well Financial Inc. is one of the largest lenders of reverse mortgages in the nation, with a broad range of products and expertise to help create a lifetime income solution for individuals who are 62 and older.

For more information and to read, "Adding Reverse Mortgages to Your Financial Toolkit," by John C. Corrigan, visit '<http://www.LiveWellFinancial.com>' or call toll-free 1-866-417-0646.

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CONTACT:

Brett Ludden
Live Well Financial, Inc.
830 E Main St.
Suite 1000
Richmond, VA 23219
PHONE: 804-201-4404

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SOURCE: Live Well Financial, Inc.