

## NEWS

For Immediate Release



**FINANCE of AMERICA**  
— R E V E R S E —

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## Finance of America Reverse is Finalist in Wealth Management Industry “Wealthies” Awards

*Company also Honored as Finalist in 2022  
ThinkAdvisor Luminaries Awards*

**SAN DIEGO [July 20, 2022]** – [Finance of America Reverse, LLC](#) (FAR), the official provider of reverse mortgage education to the [Financial Planning Association](#) (FPA), has been named a finalist in the [WealthManagement.com Industry Awards \(the Wealthies\)](#) for their creation [HomeEquityU.com](#), an educational platform that helps financial advisors gain the resources and knowledge they need to bring the power of home equity into their clients’ retirement plans. In addition, FAR’s parent company, Finance of America, made the list of finalists for this year’s [ThinkAdvisor Luminaries Class of 2022](#), an industry competition, now in its second year.

### THE WEALTHIES COMPETITION

The Wealthies awards are judged by a [panel of independent judges](#) made up of top names in the industry and overseen by WealthManagement.com editor-in-chief David Armstrong. Honoring the individuals, organizations, and companies that help financial advisors build better businesses and create better outcomes for their clients, the eighth iteration of the event received a record-breaking number of nominations; nearly 1,000 entries were received from 350 companies. The final round of judging will now begin, with the winners in each category revealed on September 8, 2022, at the grand gala and awards ceremony taking place at the Ziegfeld Ballroom in New York City.

“FAR’s solutions help unlock the power of an individual’s home so that they can enjoy retirement on their terms with family, friends, and the things they cherish most in life,” explained [Marie Swift](#), president and CEO of Impact Communications, Inc., in her nomination narrative. “The Retirement Strategies Division (RSD), which is led by [Kellan Brown](#), was created to help educate and support financial advisors and wealth managers as they seek to provide the best solutions and advice to

their clients. HomeEquityU.com is the ever-evolving website that helps financial advisors find the perfect solution for clients with the most robust suite of reverse mortgage products in the industry. The online hub offers a range of courses and resources for financial advisors to deepen their understanding of how reverse mortgages can support clients' retirement plans from instructors who are industry experts. Additionally, some of the courses include opportunities for financial professionals to earn CE credits."

## **THE LUMINARIES COMPETITION**

Swift, who has been serving as a strategic consultant to Brown and FAR's Retirement Strategies Division, also nominated Finance of America's [CARES program](#) (CARES) in the Community Impact category for this year's Luminaries awards. The CARES program, which made the list of finalists, was in 2021 able to provide nearly \$600,000 to more than 120 community-based nonprofit organizations across the nation. From these grants, more than 34,000 people were served in the areas of youth and human services as well as veterans affairs.

"The company focused on this approach for a variety of reasons," Swift said in her nomination narrative. "To begin, they hold themselves to a higher standard, one in which they are dedicated to treat all members of their communities with dignity and respect. As aligned with their mission, they strive to strengthen communities, the places where people live, work, lend and serve, both through their business and in their philanthropic giving. This approach also provides employees, who share their same values, to engage with their customers and their communities, which allows them the opportunity to utilize their skills and passion in ways that makes their days more meaningful. Finally, when promoting their giving, they also promote charitable initiatives at the local and national level with their employees, their customers, and the community at large."

"Each day, several hundred thousand advisors make a tremendous difference in their clients' lives in concert with a large group of industry players," says the Luminaries website. "But which individuals and firms are taking the most creative and the boldest steps to push the industry and clients' best interests forward, while having the biggest impact? The ThinkAdvisor LUMINARIES Awards once again answer this question by shining a spotlight on how individuals and firms are changing the investment advisory industry where it matters most."

The Luminaries awards are judged by [a panel of independent judges](#) made up of top names in the industry and overseen by ThinkAdvisor's editorial team. The winners and finalists will be celebrated on November 17, 2022, at the grand gala and awards ceremony taking place at the Lotte New York Palace in Manhattan, New York.

## **ABOUT FINANCE OF AMERICA REVERSE, LLC**

Finance of America Reverse (FAR) is a reverse mortgage provider which offers a suite of financial tools, resources, and products to help clients reach all of their retirement goals. One of the oldest reverse lenders in the market today and a top-ranked reverse lender on Consumer Affairs, FAR has helped thousands of people live their retirement dreams since 2003. FAR is part of the greater [Finance of America](#) family of companies, providing excellence across residential mortgage, commercial, retirement, personal, and student lending. Their passionate team helps

people 55 and up leverage the incredible power of their home to get unstuck, meet their needs, and experience the joy that comes from accomplishing their retirement goals. Learn more at [www.HomeEquityU.com](http://www.HomeEquityU.com).