

Finance of America Reverse Roundtable

FPA Retreat 2022

Tuesday, April 26th

12:30pm – 1:30pm

Welcome to the Finance of America Reverse Roundtable Discussion!

Thank you for joining this invite-only, one-hour, moderated topical conversation. We encourage lively debate and discussion amongst all participants.

The purpose of our Roundtable is to discuss the evolution of our industry over the past two years and how it has impacted our clients, colleagues, and technology. We appreciate your willingness to share in a deeper conversation that will provide best practices, creative insights, and experiences that have shifted the landscape of our business. The comments and questions will be compiled and published in a media publication.

Roundtable Discussion Questions

1. How has your business changed since March 2020? What were the most significant challenges – and silver linings?
2. Do you trust legacy (pre-pandemic) data sources for purposes of predicting consumer or competitor behavior? How has the war in Ukraine and geopolitics changed your conversations with clients?
3. What app or component of your tech stack is most effective and why?
4. What is one new product or solution you've been considering – especially if you'd like to recommend it to those sitting at the roundtable?

Thank you in advance for your time and insights,



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– R E V E R S E –

PARTICIPANTS



Marie Swift – Moderator

Marie Swift is President and CEO of Impact Communications, a full-service PR and marketing communications firm that works solely within the financial services industry. Prior to establishing her own marketing communications firm in 1993, she served as Director of Corporate Communications for a group of top-producing financial advisors in California.

Marie is in demand as a speaker at conferences for financial services professionals including TD Ameritrade LINC, Pershing Insite, Fidelity's Inside Track, Schwab Regional Advisor Symposiums, the Financial Planning Association, the National Association of Personal Financial Advisors, the Alliance of Comprehensive Planners, InvestmentNews' Women To Watch, Financial Planning's Women Advisors Forum, Bob Veres' Insider's Forum, Securities America, United Planners, Transamerica, Cetera, and other independent broker/dealer conferences.

A prolific writer, Marie's articles have been published by Barron's, MarketWatch, Forbes, WealthManagement.com, NAPFA Advisor, RIA Intel, Financial Planning, Financial Advisor, ThinkAdvisor.com, Morningstar Advisor, and more. She has been quoted in respected publications such as The Wall Street Journal, RIABiz.com, and Investment Advisor magazine.

In 2021, Impact Communications earned recognition from WealthManagement.com in their annual "Wealthies" awards competition, and ThinkAdvisor.com named Marie to their Luminaries Class of 2021. Her Swift Chat podcast/video series is at www.MarieSwift.com, and she's @MarieSwift on Twitter.

More information about Impact Communications is available at www.ImpactCommunications.org.

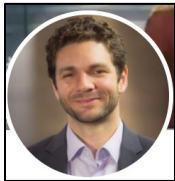


David Harbeitner

David has been a CFP since 1988. He has worked in the corporate sector for much of his career; first with Fidelity and then with T Rowe Price. He has been acting as a practitioner with a dual focus on retail consumers (bias towards HNW/affluent clients) and small to mid-size retirement plans. David is married



with two adult children and one grandchild, and resides in St Petersburg, FL. Beyond work, he is active in the community with a bias towards environmental and progressive causes.



Jamie Hopkins

Jamie Hopkins, Esq., LL.M., MBA, CFP®, RICP®, is the Managing Partner of Wealth Solutions and Director of Retirement Research at Carson Group. He is also the President of FinServ Foundation, a 501(C)(3) non-profit aimed at providing more access to financial services through mentorship, internships, and coaching. Jamie is also a Finance Professor of Practice in the Heider College of Business at Creighton University. He is a former professor of Taxation at The American College, where he helped co-create the Retirement Income Certified Professional® (RICP®) education program. Jamie strives to increase the retirement income security of Americans by delivering practical and trusted retirement research and education.

He is also the author of "Rewirement: Rewiring The Way You Think About Retirement" which details the behavioral finance issues that hold people back from a more financially secure retirement.

He has been selected by InvestmentNews as one of the top 40 financial service professionals under the age of 40 and was also selected by The American Bar Association as one of the top 40 Young Attorneys in the country. In 2017, Trusts & Estates Journal awarded Professor Hopkins the Distinguished Author Award for his article on the Department of Labor Fiduciary Rule. He holds his LL.M. in Taxation from Temple University School of Law and his J.D. from Villanova University School of Law.



Rick Kahler

Rick Kahler, MS, CFP®, CFT-I™, CeFT® is a pioneer in integrating financial planning and psychology. Rick is a founder of financial therapy and recognized for his pioneering work in that field by InvestmentNews in 2019 with their annual Innovator Award and in 2018 by the Insiders Forum with their annual Iconoclast award. He is a founding board member and Past-Chair of the Financial Therapy Association. In 2020 he became one of the first Certified Financial Therapist-Level I (CFT-I™) and a Certified Internal Family SystemsSM Practitioner in 2021. In 2021 he also founded IFS Informed Financial Therapy™.



He's been cited in scores of periodicals, including ABC News, NBC, CNBC, Fox Business, The WSJ, The Times of London, and The New York Times. He writes a weekly column on personal finance, produces a weekly podcast, "Financial Therapy-It's not just about the money," and is a co-author of four books including Facilitating Financial Health.



Craig Lemoine

Dr. Craig Lemoine, CFP®, MRFC® is currently the Director of the Financial Planning Program at the University of Illinois, Urbana-Champaign where he serves as an Associate Clinical Professor; teaching courses in risk management, retirement and financial planning. Craig also serves as the Editor of the Journal of Personal Finance. Craig earned both his PhD and Undergraduate degrees from the Texas Tech University College of Human Science. Craig's earned his PhD in Personal Financial Planning in 2013 and undergraduate in Family Financial Planning in 1998.

Craig is the Executive Director of the Academy for Home Equity in Financial Planning. The Academy studies the role of home equity in consumer retirement decisions. As well as teaching courses at the University of Illinois, Craig is working with a team of experts to create a financial planning certification focusing on professionals who work with agribusiness and farming clients.

Previously, Craig served on and chaired the CFP® Council of Examination (2009-2014) and was the Executive Director of the Northwestern Mutual Granum Center. His current service includes: chairman of the MRFC® designation committee, Editor of the Journal for Personal Finance and Membership Coordinator for the Illinois Financial Planning Association.

Before joining the University of Illinois in the fall of 2017, Craig championed CFP® education at The American College and helped develop financial planning, retirement and risk management curriculum across certificate, undergraduate and graduate programs. While at The American College (2008 – 2017), Craig had the opportunity to help create and teach in the RICP®, CHF®, CLU® and WMCP® designations. His research in annuitization and the value of financial designations has been published in The Journal of Financial Planning and Journal of Financial Service Professionals.

Craig was a founding partner of Lone Star Financial Education (2012 – 2019), a CFP® Review Company which is now part of Dalton Education. He continues to speak and consult within the financial services industry in areas of risk management, planning in diverse communities, fiduciary standards of care and technological disruption.

Craig currently lives in Champaign, Illinois and his primary focus is building a world-class financial planning program. He enjoys spending time with his family, reading science fiction, running and gardening.



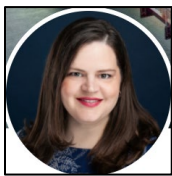
Hannah Moore

Hannah is a Certified Financial Planner™ and Certified Financial Transitions™ expert. She is the owner of Guiding Wealth and works one-on-one with each of our clients.

Hannah graduated from Baylor University with a degree in Financial Services and Planning and Business Management in 2008. Since then, Hannah has been voted one of D Magazine's Top Financial Planners in Dallas (from 2014 and running) and was awarded the Young Gun's Award by the Dallas/Fort Worth Financial Planning Association.

She was also included on Investment News' 40 Under 40 list in 2017 and one of the Financial Advisor Magazine 10 Young Planners to Watch in 2018. In 2019 and 2020, she was also named one of Investopedia's Top 100 Financial Advisors in the nation. Hannah is also the recipient of Financial Planning's inaugural Visionary Leader Award for an individual, based on her work creating a virtual externship for new planners at the start of the COVID-19 pandemic.

In addition to her extensive experience, qualifications, and presence within the profession, Hannah is passionate about helping individuals, couples, and families understand their money in meaningful ways. She believes that financial planning done well brings clarity to a situation, provides a directional simplicity, and offers her clients confidence in their decisions. As creator of the BudgetingBlocks™, Hannah is also an advocate for changing the way financial planning approaches personal finances.



Kacie Swartz

Kacie Swartz is a partner at Stone Wealth Management in Austin, TX. She is a CFP® professional and holds the CIMA® designation. Kacie is an advocate of socially responsible investing and is a frequent public speaker promoting financial literacy and educating investors about sustainable investing.

Kacie is a member of the Financial Planning Association, the National Association of Personal Financial Advisors (NAPFA), the Investments & Wealth Institute, and is a spokesperson for the CFP® board's Women's Initiative to attract women to the financial planning profession. She has been published in national media outlets such as Real Simple, Money Magazine, Kiplinger's and others.



Finance of America Reverse Bios



Kellan Brown, Vice President Business Development & Strategic Partnerships

Kellan has spent most of her career coaching and mentoring sales professionals with a passion to support and grow women in leadership. She is the Vice President of Business Development & Strategic Partnerships for Finance of America Reverse and runs the Retirement Strategies Division with a mission to bring home equity into the financial planning process across the industry.

Kellan's career in Business Development spans over 15 years and three separate industries. She has worked in various leadership roles generating revenue, building out sales platforms and teams, and being a subject matter expert for coaching and mentorship programs across all three companies.

On a personal note, Kellan was raised in Connecticut, graduated from Lehigh University, and currently resides in Carlsbad, CA with her husband and two children.



Steven J. Resch, Wealth Advisor, VP Retirement Strategies

As Vice President of Retirement Strategies at Finance of America Reverse, Steve leads the education and training programs for financial professionals about the strategic use of home equity within a comprehensive financial plan. He is also the designer of The Reverse Illustrator, a proprietary software program that graphically displays the features and flexibility of a reverse mortgage over a 30-year term.

Steve's career in financial services spans over 34 years, first as a fixed income analyst on Wall Street, and for the past 27 years as a partner in a wealth management firm. His practice is focused on effective retirement income strategies and will often include a reverse mortgage to manage cash flow, income taxes, market performance and other considerations to help safeguard and enhance retirement and legacy objectives.

Steve is a subject expert source, interviewed by numerous media outlets including Nasdaq Trade Talks, Yahoo Finance, Barrons, among others, and is a frequent speaker at both national and regional professional conferences.



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Phil Walker, VP Retirement Strategies

Phil Walker has over 24 years of experience in the financial services industry. He made the transition to reverse mortgages in 2006 as the senior vice president of Network Source Funding and became the national sales manager of the reverse division for First Horizon Home Loans, a Fortune 500 company, which was acquired by MetLife in 2009. Phil also worked many years as a financial advisor for Morgan Stanley Smith Barney and Merrill Lynch.

Author of “The Boomer Effect,” published by FA Magazine, which discusses the last major economic the baby boomers will have on our economy, Medicaid, and millions of families across the country. Phil also has been a speaker at FA Magazine’s annual Retirement Symposium in Las Vegas and the FPA Annual Conference. Phil and his wife, Lissa, live in Visalia, CA with the three sons and spend most weekends traveling to and recording sporting events.