



# **HELLO FROM REVERSEVISION**

**ReverseVision** provides the technology and solutions for Reverse Mortgage professionals with one goal in mind — ensuring our clients have the best tools in the industry.

As the Reverse Mortgage experts, we take pride in being **the** industry's exchange creating a streamlined process: loan origination >> closing >> secondary market.



# **ABOUT REVERSEVISION**

ounded in 2007, ReverseVision, Inc. is the leading software and technology provider for the reverse mortgage industry, offering products, services and training focused exclusively on these loans designed to help seniors age in place.

ReverseVision's flagship product is RV Exchange ("RVX") that serves as a centralized exchange where all of the stakeholders in the lifecycle of a reverse mortgage interact with each other. In fact, more reverse mortgages run through RVX than all other loan origination systems combined. RV Doc Computer (integrated with RVX) is responsible for generating compliance application and closing packages for the majority of the industry.

In November 2012, TVC Capital LLC, a San Diegobased private equity firm, acquired the company from its founder, and began to expand its operation by filling key management roles including John Button (president) and Rob Katz (executive vice president) who both have a strong background in the forward mortgage technology space, and Jeff Birdsell (vice president) who is a long-time expert in the reverse lending arena.

In 2014, ReverseVision was added to the SourceMedia Mortgage Technology magazine 2014 Top 50 Service Providers list – marking it the first time a reverse-specific lending technology appeared on this forward-centric list. ReverseVision continues to improve its software with frequent new innovations and technology upgrades that distinguish it from other providers.

ReverseVision's recent product and service additions

include: RVX appraisal integrations with Coester VMS, MIS, and Landmark Network; RV University™ online training from the Reverse Mortgage Experts; and the launch of its Professional Services division aimed at helping reverse mortgage lenders and brokers to be more successful.

ReverseVision partners with some of the finest and fastest growing lending organizations in the U.S. (http://reversevision.com/Partners) to provide our leading reverse mortgage technology to brokers, correspondents, lenders and investors.

ReverseVision is recognized as a driving innovator in the reverse mortgage industry and its reputation is expanding, along with the opportunities offered by reverse mortgages, into the world of traditional mortgage lending. Whether a lender wants to integrate a proprietary loan, set up a correspondent network or connect with a wholesale lender, ReverseVision is the solution with the best expertise, connections and technology.







# **RV PRODUCT SUITE**



# RV EXCHANGE (RVX)

The most widely used technology platform for the origination and closing of reverse mortgages. As an Exchange, RVX allows multiple parties to interact on a single loan without worrying about transferring loan files back and forth.



## **RV INTEGRATIONS (RVI)**

Within RVX, RVI connects vendor services like appraisals and title, to place orders and provide updates in real-time throughout the loan cycle. This connection allows lenders and brokers to streamline their loan process, reduce errors, and simplify the work from origination through closing to the secondary market.



## **RV DOC COMPOSER (RVDC)**

Included in RVX is our integrated disclosure and closing documents composer which keeps lenders in full compliance with requirements in all states including often overlooked state-specific broker documents. Compliance is critical, and you have our commitment with a solid warranty on all documents generated by our RVDC platform.



### **RV UNIVERSITY (RVU)**

RVU is the premier online training destination for reverse mortgage professionals. Whether you are brushing up on your skills, looking for CE credits or new to the industry, RVU will get you and your team up to speed with the most up-to-date reverse mortgage courses and information. With RVU, you can earn your NMLS and CRMP CE Credits or just refresh your industry knowledge.



### **RV DATABASE (RVDB)**

RVDB is a "shadow copy" of your loans from RVX in a hosted MS SQL environment that can be securely accessed anytime. RVDB is a powerful tool for your reporting and integration needs.



## **RV PROFESSIONAL SERVICES**

Our Professional Services team provides expert guidance on how your company can leverage best practice processes to ensure an operation that will make even the meanest auditor smile.



### **JOHN BUTTON - PRESIDENT & CEO**

John is a business-to-business executive, investor and entrepreneur with more than 30 years' diverse experience concentrated in technology and the cultivation of business development strategies.

Before joining ReverseVision as president, John had been focused on a series of business ventures including serving as president of an information sharing technology provider, an investor in two businesses and a consultant to a business incubator.

Previously, John served as Chief Operating Officer for Del Mar DataTrac (DMD) – a leading innovator in mortgage lending automation, including the wellregarded mortgage loan origination system (LOS) DataTrac. His role with DMD included overall business operations responsibility, direct responsibility for product management, customer support, professional services and information technology.

Prior to that, John has held senior executive positions with IPS Sendero, RF/Spectrum Decision Science Corporation, and IBM.

John is veteran of the U.S. Navy, where he served as a systems engineer and attended both Drexel University and Rensselaer Polytechnic Institute.

John is a motorcycle enthusiast and enjoys going on rides in Baja and the US as often as possible.





### JEFFREY BIRDSELL - VICE PRESIDENT PROFESSIONAL SERVICES

Most recently, Jeff served as product manager for RV Exchange, driving product innovations and helping transform the ReverseVision customer experience.

A Certified Mortgage Banker, he understands both forward and reverse processes, which will benefit many of our new clients that are traditional lenders getting into HECM products for the first.

Jeff's 22-year career in the mortgage industry has been focused on the Home Equity Conversion Mortgage (HECM) and other reverse mortgage proprietary products.

Prior to joining RevereVision two years ago, he consulted with a top 10 lender, provided consulting services for other reverse mortgage software providers and for over a decade held CIO and product development roles with Financial Freedom.



## PRESS COVERAGE - PRINT

To view all press coverage visit: www.reversevision.com/NewsAndMedia

#### OCTOBER 2014

#### MBA NewsLink

Words to the Wise from a Reverse Mortgage Evangelist

#### **Reverse Mortgage Daily**

Reverse Mortgage Players Recognized in 2014 Tech Awards

#### **SEPTEMBER 2014**

#### **MBA NewsLink**

HECM Reverse Mortgages Have Less Risk for Lenders

#### **Secondary Marketing Executive**

The Unique Seondary Lifecycle of the HECM Reverse Mortgage

### AUGUST 2014

#### **MPA Magazine**

The Reverse Revolution

#### **National Mortgage Professional**

Making Lemonade From a Lemon-Level Rate Picture

#### **MPA** Magazine

Industry Icon - Reverse Pioneer Jeffrey Taylor

### JULY 2014

#### **MBA NewsLink**

Altruism Drives Reverse Mortgages; Expertise the Best Guiding Principle

#### **JUNE 2014**

#### **National Mortgage News**

Risky Form of Reverse Mortgage Nipped in the Bud by HUD

#### **MAY 2014**

#### **MBA NewsLink**

HECM for Purchase Fares Well With LOs, Builders, Investors

#### **APRIL 2014**

#### **National Mortgage News**

Rule Spells Short-Term Pain, Long-Term Gain for Reverse Mortgages

#### **MARCH 2014**

### **USA Today**

Reverse Mortgages: Building a Financial Foundation







THE WALL STREET JOURNAL

**Origination News** 









# PRESS COVERAGE - VIDEO

www.youtube.com/user/ReverseVisionVids



Reverse Mortgages - Are You Taking Advantage of this Important Market?

Reverse Mortgages: Unlimited Potential

Reverse Mortgages: Spreading the Word





# PRESS RELEASES

To view all press releases visit: www.reversevision.com/NewsAndMedia

#### **SEPTEMBER 2014**

#### **National Mortgage Professional**

ReverseVision Launches New Professional Services Division for Reverse Lenders

#### **Reverse Mortgage Daily**

Reverse Mortgage Players Recognized in 2014 Tech Awards

#### **Reverse Mortgage Daily**

ReverseVision Integrates CoesterVMS Appraisals into RV Exchange

#### **AUGUST 2014**

#### **National Mortgage Professional**

ReverseVision Bolsters RV Exchange With Over 700 New Brokers

#### **Reverse Mortgage Daily**

Reverse Mortgage Volume Up, Contrary to Popular Belief

#### **JUNE 2014**

#### **National Mortgage Professional**

Reverse Vision Launches New Reverse Online University

#### **National Mortgage Professional**

Landmark Network's Appraisal Services Added to ReverseVision's LOS

#### **MAY 2014**

#### **Reverse Mortgage Daily**

The Federal Savings Bank Signs with ReverseVision for Reverse Mortgage Ramp-Up

#### **APRIL 2014**

#### **National Mortgage Professional**

360 Mortgage to Implement ReverseVision's RV Exchange





### **Origination News**















# A FEW OF OUR PARTNERS

We provide Reverse Mortgage solutions and software for the largest and most trustworthy lenders in the US.

























# **TALK TO US**

Interested in our company or learning more about Reverse Mortgages?

Give us a call! We'd love to talk to you.

### MEDIA OPPORTUNITIES OR INQUIRES

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