



Reverse Mortgage Adviser  
Your Resource for Objective Reverse Mortgage Information

## Reverse Mortgage Adviser Verifies Homeowners Using TARGUSinfo

Free Online Service Helps Link Eligible Seniors Seeking Reverse Mortgages  
with Leading Lenders Looking for Contactable Borrowers

**Vienna, VA July 13, 2009** – The volatility of the economy has pushed hundreds of thousands of cash-strapped seniors and their families to look for ways to supplement their incomes. According to the Federal Housing Administration (FHA), there were more than 100,000 reverse mortgage loans approved in 2008.

A reverse mortgage is a type of home loan for homeowners 62 years of age or older, which allows them to convert a portion of the equity into cash. Unlike a traditional home equity loan or second mortgage, no repayment is required until the borrower(s) no longer use the home as their principal residence.

Today, Reverse Mortgage Adviser announced that it's now making it easier for lenders to connect with borrowers by having their online inquiries verified by TARGUSinfo, the leading provider of On-Demand Insights<sup>SM</sup> about prospects and customers. Reverse Mortgage Adviser is a popular free online service, operated by Reverse Mortgage Directory LLC, that links borrowers and lenders of reverse mortgages.

"When homeowners visit our site, it's typically to orient themselves with the facts and find a safe place to research their reverse mortgage options," said Gretchen Williams, director of sales and customer relations, Reverse Mortgage Directory. "Through our relationship with TARGUSinfo, our reverse mortgage network of lending partners will receive an even higher quality of borrower with the most accurate and up-to-date contact information available."

"After continuously using RMA leads for over two years and experimenting with every other reverse mortgage lead company for almost six years, I can say that their leads have been most profitable and their system has made me the most money," said M. Benson of Urban Financial Group. "The consistent message that they hear from me and others in the industry is, 'how do I get more leads?' The introduction of TARGUSinfo has helped my contact rate and relieved the time it takes to verify data on our own."

The TARGUSinfo on-demand network identifies, verifies, scores and locates prospects and customers at the moment of contact. The company uses patented processes to link together the most complete and accurate name, address and phone data--helping leading lead generators, aggregators and other organizations increase revenue, create more satisfying experiences and produce savings from new efficiencies.

"For many online lead management programs, it all starts with verification—making sure a lead can be contacted," said David Wengel, general manager, TARGUSinfo. "ReverseMortgageAdviser.com delivers a great resource for homeowners and offers an even greater service by making sure inquiries can be quickly and efficiently connected to potential lenders with confidence."

### About RMD, LLC

Reverse Mortgage Directory was created to assist seniors and their families in finding objective reverse mortgage information, while also connecting those individuals to trusted reverse mortgage lenders. For more information, visit [www.ReverseMortgageAdviser.com](http://www.ReverseMortgageAdviser.com).

### About TARGUSinfo

TARGUSinfo, the leading provider of On-Demand Insight<sup>SM</sup>, provides unique identification, verification, scoring and location solutions that enable communication service providers, retailers, call-center operators, Web-based marketers and others to dramatically increase the quality of their services and the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va. For more information, visit [www.TARGUSinfo.com](http://www.TARGUSinfo.com).

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