Reverse Mortgage Lists Prospect Masterfile

The Reverse Mortgage Lists Prospect Masterfile is an essential resource for financial institutions, mortgage brokers, and marketers targeting senior homeowners aged 62 and older. This robust database provides detailed insights into potential reverse mortgage candidates, offering information such as home value, equity levels, age, income, and geographic location.

With accurate and comprehensive data, this masterfile enables organizations to craft targeted, data-driven campaigns that resonate with senior homeowners seeking financial solutions. Ideal for financial advisors, insurance providers, and real estate professionals, this database ensures impactful outreach to an audience actively considering reverse mortgage options.

Key Facts

- 15.4 million U.S. homeowners are eligible for reverse mortgages.
- The average home equity for reverse mortgage borrowers is $400,000.
- 62% of reverse mortgage applicants use funds for healthcare expenses.
- 40% of eligible seniors consider reverse mortgages to supplement retirement income.
- The reverse mortgage market grew by 8% annually over the past five years.
- 70% of homeowners prefer receiving reverse mortgage information through digital channels.
- The average reverse mortgage loan is valued at $185,000.

Popular Usage

- Marketing Reverse Mortgage Loan Services
- Promoting Financial Planning and Retirement Solutions
- Advertising Home Equity Conversion Mortgages (HECMs)
- Offering Debt Consolidation and Home Renovation Loans
- Recruiting Clients for Long-Term Care Insurance Plans
- Promoting Real Estate and Property Management Services
- Advertising Legal and Estate Planning Services
- Conducting Educational Campaigns for Seniors and Caregivers

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Link | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

390,484

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Age
- Home Value
- Equity Level
- State
- Zip
- Income Level
- Home Ownership Status
- Communication Preferences
- Lifestyle
- Education
- Retirement Status
- Number of Properties

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

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