



The \_\_\_\_\_  
*Steven J. Sless*  
\_\_\_\_\_ Group

 PRMI Primary Residential Mortgage, Inc. | Reverse Mortgage Leaders

Expect More With Sless™

## ABOUT STEVEN J. SLESS, CLTC®

National Reverse Mortgage Division Manager, PRMI  
Branch Manager, The Steven J. Sless Group of Primary Residential Mortgage, Inc.

Summary: **Steven J. Sless has become regarded as the “go-to housing wealth expert” by various media!**

Available For: **Remote or In-Person Interviews/Speaking Engagements**

Categories: **Retirement Planning, Reverse Mortgage, Branding/Marketing, Sales Management/Leadership Strategies**

### About Steven

Bringing 17 years of mortgage industry experience, Steven J. Sless runs PRMI's first consumer-direct retail branch dealing exclusively with reverse mortgages (located in Owings Mills, Md.) He also coaches traditional loan originators working at PRMI's 270 branches nationwide about reverse mortgages.

A powerful speaker and communicator, Steven regularly present seminars and learning workshops for senior home owners, their family and trusted advisors. His passion, expertise and dynamic personality electrify audiences and inspire people to act.

Steven educates on how the strategic use of home wealth, by way of a reverse mortgage, can protect and preserve a retirement portfolio to ensure so seniors don't outlive their money. His goal is to dispel myths and common misperceptions about reverse mortgages, and show seniors how to achieve peace of mind by helping them to secure the retirement they deserve.

In 2019, Steven earned the **CLTC®: Certified Long-Term Care** professional designation, demonstrating that he also has acquired the critical tools necessary to discuss the subject of longevity and its acute consequences on a client's family – financially, physically and emotionally – years down the road.

“Possessing knowledge of long-term care and what decisions must be made before care is needed will allow me to better serve the needs of my clients,” Steven says. “Having a deeper understanding of my clients' needs will allow me to have a more advanced conversation with them, their family and trusted advisors.”

### Interview Topics

- Pros & Cons of Reverse Mortgage Loans
- Myths & Realities of Reverse Mortgage Loans
- Strategic Use of Housing Wealth in Retirement Planning
- Stretching Retirement Savings/Increasing Cash Flow
- Leveraging Housing Wealth During Economic Uncertainty
- Retrofit/Remodel Your Home with Housing Wealth
- Purchasing a New Home via a Reverse Mortgage
- Advantages of Reverse Mortgages for Senior Veterans vs. Other Loans.

- Tackling Education/Student Loan Debt with a Reverse Mortgage
- Gray Divorce - Dividing Assets with a Reverse Mortgage
- Long-Term & Extended Care Planning

### Suggested Interview Questions

- How do reverse mortgages work?
- Who is a good candidate for a reverse mortgage?
- What protections do they offer in comparison to traditional loans?
- How expensive are reverse mortgages – what are the costs?
- Can I lose my home with a reverse mortgage?
- Can a reverse mortgage be foreclosed on?
- How can I purchase a home with a reverse mortgage?
- What are five ways a reverse mortgage can fund a more comfortable retirement?
- How can I make the equity in my home accessible?
- How can I strategically and tax efficiently incorporate this wealth into my retirement plan?
- What types of reverse mortgages are best suited for higher net worth clients?
- Why open a reverse mortgage before it's actually needed?
- Is home equity an underutilized asset?
- Why is it particularly helpful to leverage housing wealth during a down economy?
- Why are financial planners recommending reverse mortgages to their clients?
- How can I leverage home equity as a strategy in lieu of borrowing from a life insurance policy or to fund life insurance or long-term care?

### Previous Media Appearances

#### Video

- <https://vimeo.com/422487673>
- <https://www.wbaltv.com/article/helping-seniors-with-finances-amid-coronavirus/32280001#>
- <https://www.wbaltv.com/article/helping-seniors-seeking-to-move-into-new-house/30964945>
- <https://foxbaltimore.com/morning/funding-your-retirement-through-reverse-mortgage>
- <https://www.wbaltv.com/article/consumer-alert-reverse-mortgages-pros-and-cons/30233717>
- <https://youtu.be/57X1vUNtxHo>
- <https://vimeo.com/412467797>
- <https://vimeo.com/421586343>
- <https://vimeo.com/421636664>
- [https://www.youtube.com/watch?v=4-U23oYYTv4&feature=emb\\_err\\_watch\\_on\\_yt&fbclid=IwAR0VrFlImJPgjcRNPfuXUzp\\_U9XJx69PltvH5lpbk\]-0U4cQeIeUlsuNNS0](https://www.youtube.com/watch?v=4-U23oYYTv4&feature=emb_err_watch_on_yt&fbclid=IwAR0VrFlImJPgjcRNPfuXUzp_U9XJx69PltvH5lpbk]-0U4cQeIeUlsuNNS0)
- <https://vimeo.com/412821266>

#### Podcast/Radio

- <https://reversmortgagedaily.com/2020/04/28/the-rmd-podcast-12-steven-sless-of-prmi/>
- <https://www.youtube.com/watch?v=cVOq7cplngI&t=11s>
- <https://vimeo.com/427603175>
- <https://vimeo.com/391633104>
- <https://www.dropbox.com/s/lgugubxczzb0uwr/AHA%20Business%20Radio%2020191022.mp3?dl=0>

#### Speaking Engagements

- <https://vimeo.com/386709169>
- <https://www.youtube.com/watch?v=YvnCluMM2zY>
- <https://vimeo.com/425217199>

#### Magazines

- [https://www.thestevenjslessgroup.com/uploads/1/1/5/3/115386443/reverse\\_mortgage\\_magazine.pdf](https://www.thestevenjslessgroup.com/uploads/1/1/5/3/115386443/reverse_mortgage_magazine.pdf)

### How He'll Promote the Appearance

- Website: <https://www.thestevenjslessgroup.com/>
- LinkedIn: <https://www.linkedin.com/in/morewithsless/>
- Facebook: <https://www.facebook.com/morewithsless>
- Twitter: <https://twitter.com/morewithsless>
- YouTube: [https://www.youtube.com/channel/UCO3xp\\_xcrAW-hZG9UYgb0zg](https://www.youtube.com/channel/UCO3xp_xcrAW-hZG9UYgb0zg)
- Instagram: <https://www.instagram.com/morewithsless/>

Book Steven by emailing [caryn@sagalpr.com](mailto:caryn@sagalpr.com) or calling 410.363.9583.

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