

Media Advisory: Reverse Mortgage Expert John Button Available to Comment on Reverse Mortgage Trends

ATLANTA, Ga., March 29, 2016 (SEND2PRESS NEWSWIRE) – Reverse mortgage expert John Button, president and CEO of San Diego, California-based software provider ReverseVision (www.reversevision.com), is available for interviews in Atlanta on Tuesday, April 12, and Wednesday, April 13, 2016.

Why Do Reverse Mortgages Matter to Atlantans?

According to Inside Mortgage Finance, the total volume of home-equity conversion mortgages (HECM) – commonly called “reverse mortgages” – grew by 15 percent in 2015. HECM loans allow homeowners age 62 and older to tap into their home equity as a source of income or line of credit.

A February report from Forbes that resurfaced in several metro papers this week proclaims [Atlanta the nation’s fastest-aging city](#) – meaning lots of Atlanta-area residents either qualify for a reverse mortgage now or will in the near future.

In the last ten days alone, HECM trends have been the subject of feature articles in top-tier news outlets such as:

- * [The Wall Street Journal](#),
- * [Forbes](#),
- * [Huffington Post](#),
- * [CNBC](#),
- * [The Seattle Times](#)
- * and more.

Button is uniquely qualified to provide media professionals with insight into current reverse mortgage lending and technology trends. He is a seasoned speaker whose reverse mortgage commentary and subject-matter expertise has been featured in diverse publications including Forbes, HousingWire, National Mortgage News, National Mortgage Professional, Reverse Mortgage Daily and The Reverse Review.

Button’s company, ReverseVision, is recognized as a driving innovator in the reverse mortgage industry. A January 2016 conference hosted by the technology provider was attended by 67 different companies with representation from four of the nation’s top five reverse lenders.

In addition to media interviews, Button is meeting with Atlanta-area mortgage lenders interested in learning more about growing a reverse mortgage channel.

To schedule an interview, please contact:

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About John Button:

John Button is a business-to-business executive, investor and entrepreneur with more than 30 years' experience in technology and strategic business development. Before joining ReverseVision as president and CEO, Button served as chief operating officer for Del Mar DataTrac (DMD), a leading innovator in mortgage lending automation and maker of the highly regarded mortgage loan origination system (LOS) DataTrac. His role with DMD encompassed overall business operations, product management, customer support, professional services and information technology.

About ReverseVision:

Recognized as a [Deloitte's 2015 Technology Fast 500™ Company](#), ReverseVision, Inc. is the leading software and technology provider for the reverse mortgage industry, offering products and services focused exclusively on reverse mortgages. More reverse mortgages are originated monthly using ReverseVision technology than all other reverse mortgage LOS combined. ReverseVision has partnered with some of the finest and fastest-growing lending organizations in the U.S. to provide the leading reverse mortgage technology to brokers, correspondents, lenders and investors.

For more information, visit <http://www.reversevision.com/>.

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