



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



Expect More With Sless™

## ABOUT STEVEN J. SLESS, CLTC®

**Founder, The Steven J. Sless Group of Primary Residential Mortgage Inc. –  
The Lender's National Division Dealing Exclusively With Reverse Mortgages)**

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/Videos**

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

### About Steven

Steven J. Sless has become regarded as the “go-to housing wealth expert” by various media outlets. Bringing nearly 20 years of mortgage industry experience, he founded the Steven J. Sless Group of PRMI, the lender's national division dealing exclusively with reverse mortgages.

A powerful speaker and communicator, Steven regularly gives seminars and learning workshops for homeowners 60+, their family and trusted advisors. Exploring the nuts and bolts of reverse mortgages, Steven presents the facts, dispels common myths and misperceptions, and answers questions so his audiences can make informed decisions and take control of their retirement.

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 Debt with a Reverse Mortgage
- Gray Divorce - Dividing Assets with a Reverse Mortgage
- Long-Term & Extended Care Planning

- Using Technology to Improve Communication

### 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?
- Are reverse mortgages expensive?
- 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?
- How can 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 to fund life insurance or long-term care?

### Video Interviews

- <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\\_U9XJx69PltvH5lpbkJ-0U4cQeUlsuNNS0](https://www.youtube.com/watch?v=4-U23oYYTv4&feature=emb_err_watch_on_yt&fbclid=IwAR0VrFlImJPgjcRNPfuXUzp_U9XJx69PltvH5lpbkJ-0U4cQeUlsuNNS0)
- <https://vimeo.com/412821266>

### Podcast/Radio Interviews

- <https://vimeo.com/473051518>
- <https://podcasts.apple.com/us/podcast/aha-business-podcast/id1516505192>
- <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/441504348>
- <https://vimeo.com/386709169>
- <https://www.youtube.com/watch?v=YvnCluMM2zY>
- <https://vimeo.com/425217199>

### 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.