

## Reverse Mortgage Industry "Game Changer"

**WASHINGTON, DC / ACCESSWIRE / May 3, 2021** / Reverse mortgages are surrounded with many myths and misperceptions. It is important for those considering a reverse mortgage to find a trusted and professional team to work with. One who does more than provide a source of funds.

A good reverse mortgage lender will provide valuable advice, identify the best solutions to fit your needs and help you to understand all available options. That's why we took the time to speak with one of the reverse mortgage industry's top leaders, Steven J. Sless, about how his group is changing the game.

During our conversation we learned about the journey that led Steven to where he is today and the success story behind The Steven J. Sless Group of Primary Residential Mortgage, Inc. - one of the fastest growing reverse mortgage organizations in the country.

### Helping Clients

Day in and day out, The Sless Group helps clients achieve financial security and peace of mind so that they can live retirement on their terms without the fear of outliving their money.

In doing so, Steven and his team educate their clients on the strategic ways to incorporate home equity into a comprehensive financial plan to help them determine if a reverse mortgage is the proper financial solution for them. They also work with their loved ones and trusted advisers, ensuring that everyone involved has a seat at the table so that their client can feel comfortable about this important financial decision.

"We will always take the time to answer questions, discuss goals and review finances to help determine whether a reverse mortgage is a proper fit. If we feel that it is not the right product, we'll tell our clients so. We are committed to offering straight talk and real solutions so that our clients can live retirement on their terms," Steven says.

## **One Step Ahead**

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."

The Steven J. Sless Group of Primary Residential Mortgage, Inc. is one of the only reverse mortgage professional teams in the country certified in long-term care.

## **Outside the Box**

The Steven J. Sless Group of Primary Residential Mortgage, Inc. is also leading the charge to bring together parallel industries to serve more older Americans. The Sless Group recently partnered with The Institute for Divorce Financial Analysts (IDFA) as its reverse mortgage resource.

Gray divorce is on the rise and dividing real estate assets, retirement accounts and other wealth accumulated is a delicate and sometimes arduous process for older couples going through a divorce. For baby boomers in particular, the worry that there may not be enough of a financial cushion to live independently may lead to a complex divorce process.

Steven and his team are helping IDFA members better serve their 60+ clients by having a deeper understanding of how reverse mortgages can help both parties move forward with their divorce fairly.

## **Continued Growth**

By 2021, PRMI's reverse mortgage volume had risen 400 percent, prompting Steven's promotion to Reverse Mortgage Division President, where he could take the very strengths he brought to his group and extend them companywide.

With the goal of positioning PRMI as a Top 5 entity in the reverse mortgage space, Steven is creating an infrastructure within PRMI to educate and train traditional loan originators working at PRMI's 270 branches nationwide about reverse mortgages.

Steven also oversees the hiring of experienced reverse mortgage professionals - to work in existing PRMI branches or in reverse mortgage-exclusive branches opening throughout the country under The Steven J. Sless Group of PRMI umbrella.

In fact, The Sless Group recently opened a new branch in San Diego, CA led by Christina Harmes Hika, CRMP®, who has an extensive track record as a top reverse mortgage producer, and a sterling reputation as an industry leader and trainer.

"The biggest win for me has been surrounding myself with the smartest and most dedicated group of professionals all of whom share our same core values and ideals," Steven says.

Currently, The Sless Group is in talks to open several branches throughout the country in the next two years.

"It's been a privilege moving the industry forward through advance conversations on securing a better retirement by accessing housing wealth," Steven says, "But we're only getting started!"

## **Steven J. Sless**



### **ABOUT**

After spending four years as a traditional mortgage loan originator, Steven entered the reverse mortgage industry during the economic downturn in 2007. At the time, many older homeowners who were nearing or in retirement saw much of their nest egg diminished or lost. This is when Steven discovered a passion for helping homeowners 60+ create and sustain a better retirement by simply utilizing the wealth amassed in their home with a reverse mortgage.

Steven wanted the autonomy to create his own legacy and make a mark on the industry. In 2019, he joined Primary Residential Mortgage with long-time business partner and experienced mortgage executive, Andrew Parker. Together, they would create the building blocks for The Steven J. Sless Group of PRMI - the lender's national division dealing exclusively with reverse mortgages.

Pretty quickly, The Steven J. Sless Group of Primary Residential Mortgage, Inc. became known for its operational and loan processing expertise. Clients, strategic partners and the industry have all taken notice of Steven through his progressive use of seminars and videos, as well as his continued presence in the media, where he is regarded the "go to housing wealth source."

For nearly 20 years, Steven Sless has dedicated himself to helping homeowners 60+ leverage their home equity in order to secure a more comfortable retirement.

After spending a good portion of his career in key management positions with various reverse mortgage lenders, Steven felt it was time to create something that was more his own. A place that would provide his clients and strategic partners with a deeper level of service than the big box lenders, while offering his team members an exceptional culture and environment where they would thrive.

In 2019, he founded The Steven J. Sless Group of Primary Residential Mortgage, Inc. - the premier source for reverse mortgage loans nationwide and one of the most desired organizations to work for in the industry.

Learn more about The Steven J. Sless Group of Primary Residential Mortgage, Inc.:  
[www.TheSlessGroup.Com](http://www.TheSlessGroup.Com)

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