The Trust Advantage: Modern Marketing Strategies for Today's 55+ Homeowner



3 shifts shaping marketing today

1

Research happens first

Borrowers research before they talk to you.

2

Content is everywhere

AI has accelerated the amount of marketing people see.

3

Reputation is visible

Your reputation has become a business asset.



Where are homeowners 55+?

Familiar platforms, clear information, safety and security, human credibility, and repetition over time.



Community & referrals

“Who do people I trust recommend?”



Education & reassurance

“Can you explain this to me?”



Nurture & decision support

“Help me keep thinking this through.”



Questions & discovery

“I have a question.”



Validation & credibility

“Can I trust this person/company? ”

Together = Your digital first impression.

Mapping marketing trends to homeowners' behavior



Video
→ “Can this person explain it?”



Facebook
→ “Does this person show up and help?”



Email
→ “Do I continue hearing useful information from them?”



Search
→ “Can I find answers from them?”



Website
→ “Are they credible?”



AI + Trust
→ “What information exists about them?”

Being memorable gets attention → being relevant builds connection → trust drives action



Video

Practical use

Create 5–7 base videos

- ✓Common myths
- ✓Who it’s NOT for
- ✓What happens when you pass away

Videos don’t need to be fancy - just clear.

Video activity

Step 1: Write down a question you get asked often.
Step 2: Answer it in 2–3 sentences.
Step 3: Turn your first sentence into the hook.

Answer the questions you hear every week

- ✓What's the biggest reverse mortgage myth you hear?
- ✓Why are some homeowners hesitant?
- ✓Who may not be a good fit?
- ✓What happens when the borrower passes away?
- ✓What's one thing adult children frequently ask?
- ✓What's one thing you wish every homeowner understood?



Facebook

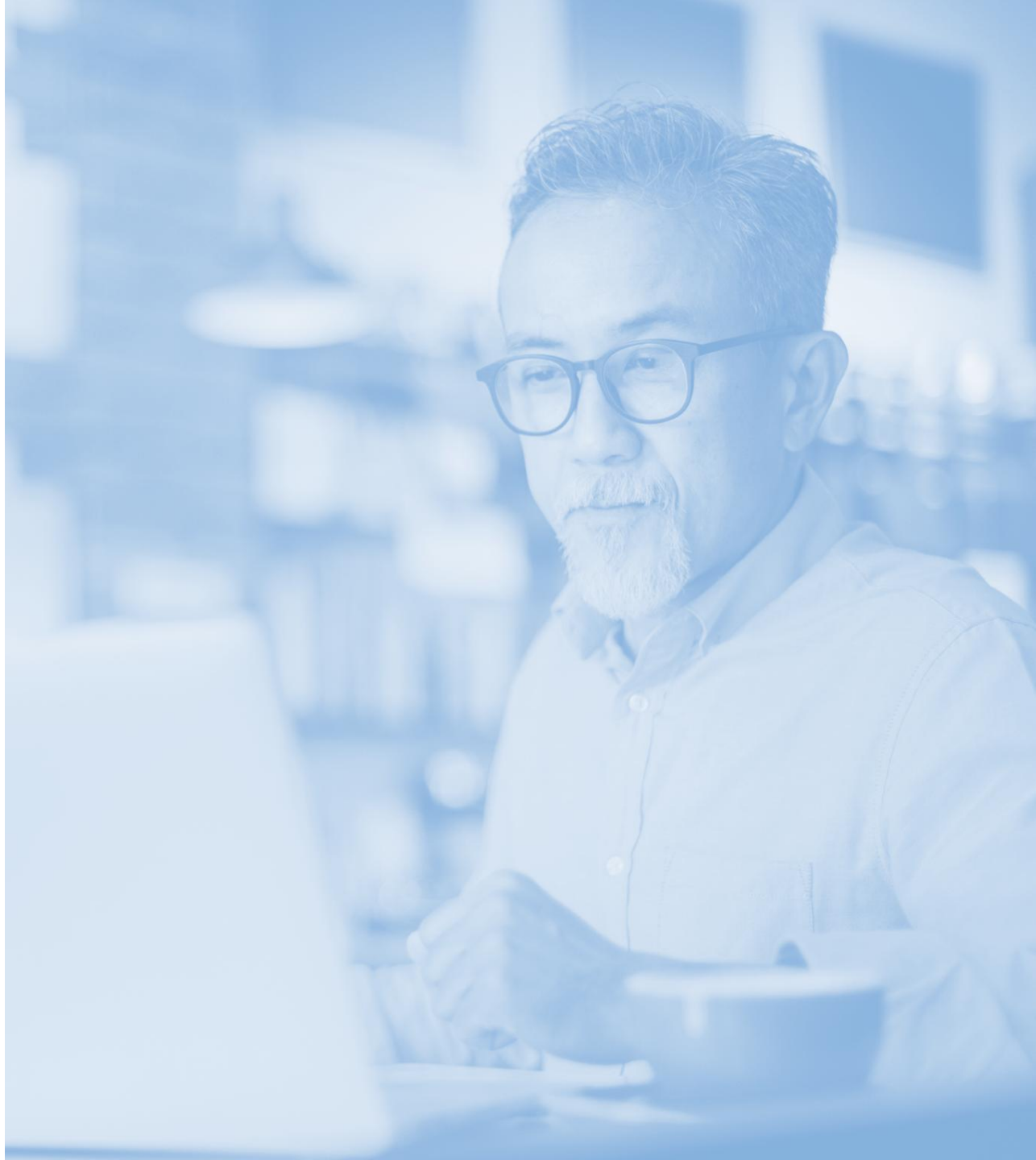
Practical use

❌ Stop

- ✓Constant promotional posts
- ✓Call me for a quote

✅ Start

- ✓Commenting in local groups
- ✓Posting educational questions
- ✓Sharing short clips from YouTube videos
- ✓Answering questions publicly





Email

Practical use

Use educational drip email topics

- ✓Here’s something to think about
- ✓Here’s a question I get asked a lot
- ✓Here’s a story (or testimonial) from a homeowner

Email is where decisions mature.

Search + Website

Practical use

FAQ pages on website

Blog posts answering

- ✓Is a reverse mortgage safe?
- ✓What’s the downside?

Video + written versions of the same topic





AI + Trust

Practical use

Record one educational video

Use AI to:

- ✓Create a YouTube description
- ✓Turn it into a Facebook post
- ✓Draft an email follow-up
- ✓Create a FAQ page

BUT always add:

- ✓Your voice
- ✓Your experience
- ✓Your name and face

Brand first. AI amplification second.

From education to the first conversation

A SIMPLE PATH TO GREATER TRUST



Teach

Answer real questions.



Be found

Put those answers where homeowners already look.



Be verified

Give them evidence of your knowledge and reputation.



Build trust

Show up consistently and authentically.



Start the conversation

When they're ready, you're already familiar.



THANK YOU!