

HomEquity Bank, providers of the CHIP Reverse Mortgage, Ranks on the 2016 PROFIT 500 – Retirement Planning Options

RETIREMENT PLANNING

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It is an honor to announce that HomEquity Bank, the provider of the CHIP Reverse Mortgage, has been listed in the 28th annual PROFIT 500, the definitive ranking of Canada's Fastest-Growing Companies by revenue growth.

HomEquity Bank is proud to say that we are 30 years strong and still growing! "We've earned the trust of Canadians by providing excellent service and valuable products for 30-plus years. Our track record speaks for itself," says HomEquity Bank President and CEO, Steven Ranson.

This acknowledgment comes at a time when the cost of living in Canada is increasing, along with societal changes such as increased life expectancy and real estate trends, which is changing the way Canadians retire. Many Canadians are considering a later retirement and for those who are retired, many are struggling to make ends meet. Retirement planning is definitely becoming more of a necessity.

The biggest asset for many Canadian seniors is their home, but many of them are not ready to sell or downsize. Their family home is filled with memories and emotions they may not be willing to step away from.

HomEquity Bank is the only financial institution in Canada that caters to Canadian seniors. Our products help seniors stay in their home and provides options to use home equity for maintaining and enhancing their lives. HomEquity Bank has been trusted by thousands of Canadians as a solution that keeps up with the changing needs of its customers. Our most recent product, Income Advantage, was developed with our customers in mind. The product gives Canadian seniors a solution to their retirement planning by including their home equity.

For more information, please see our full story in the October issue of Canadian Business and at PROFITguide.com