



Bloom Reverse Mortgage™ Guide

Access the wealth you've grown.

 bloom



Visit us at
www.bloomfin.ca
to learn more.

This is your springtime.

- You made the smart choice to invest in real estate years ago
- It's time for you and your family to benefit
- Thousands of 55+ Canadians are beginning to realize just how wealthy they are, when they consider the equity they've built in their homes

Message from our founder:

First and foremost, I'd like to commend you. If you're reading this, it means you've already taken an important first step towards securing your financial future in retirement.

It also, in all likelihood, means you're a homeowner. Canadian seniors today have over \$1 trillion of equity locked up in their homes – but too many 55+ Canadians are ignoring this wealth as they plan for retirement, and assess which financial objectives are achievable for themselves and their families.

We started Bloom with the humble idea that Canadians should have a simple, straightforward solution to access the wealth they've grown in their homes. With the Bloom Reverse Mortgage™, we're helping them do that.

We've designed this Guide to help you and your family determine whether a reverse mortgage could be the right solution for you. We hope you find it useful, and that we've helped in some small way as you realize your springtime in this moment of your life.

Yours truly,

Ben McCabe

Founder and CEO, Bloom Finance Company



What is a reverse mortgage?



A reverse mortgage allows you to unlock up to 55% of the value of your home as tax-free cash



With a reverse mortgage, you continue to own your home, and remain in the home you love for as long as you wish



Reverse mortgages require no regular principal or interest payments, enabling you to focus your financial resources on the things that are important to you



Interest is simply added to the balance over time, and the balance becomes payable when you move out, sell the home, or pass away



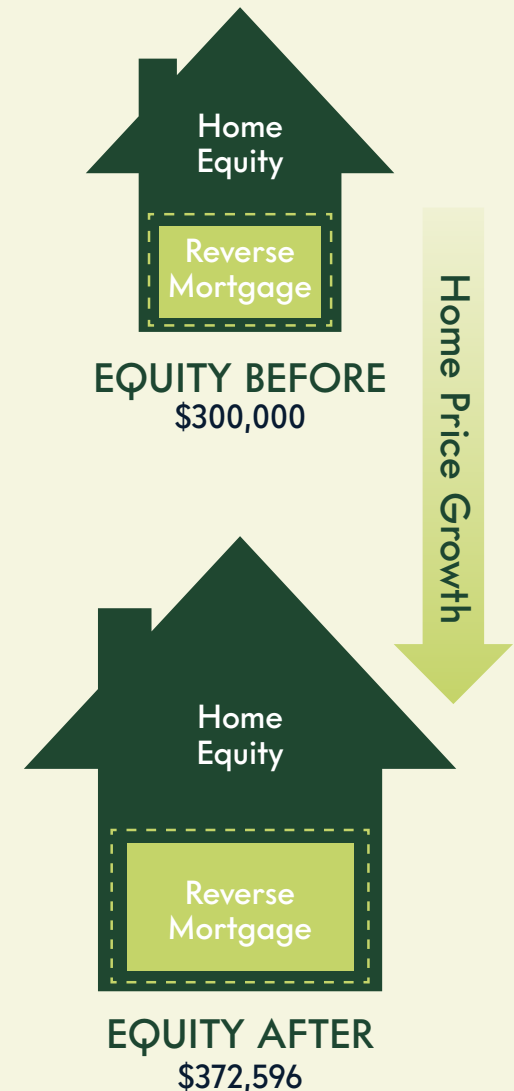
You only have a handful of obligations while the mortgage is outstanding, like paying your property tax and home insurance on time, and keeping your home in good condition



Call us at
1-866-882-5666
to get a
no-obligation
estimate.

Reverse mortgage illustration¹

- Diane's house was worth \$500,000 ten years ago when she took out a \$200,000 reverse mortgage to pay off her existing mortgage debt
- Over the past ten years, Diane's house grew in value to \$700,000
- Her reverse mortgage accrued interest at 4.99% per year²
- Diane has now decided to sell her house, and it's time to pay back the reverse mortgage
- After paying back \$327,404 on her reverse mortgage, she is left with \$372,596 - over \$70,000 more than what she started with!



¹For illustrative purposes only. Not an actual scenario. Actual home price growth and future interest rates may be different than illustrated.

²Interest is accrued daily and compounded semiannually.

Get an instant
quote at
[www.bloomfin.ca/
get-started](http://www.bloomfin.ca/get-started).



Thousands of Canadians are realizing just how wealthy they are. See how much you could unlock at www.bloomfin.ca/get-started.

What can I use the money for?

It's your home, your equity, your choice. Many of our customers use the money from their reverse mortgage to:



Give a living inheritance to their loved ones



Pay off existing mortgage debt



Make renovations to their home



Pay for healthcare and wellness costs



Supplement their income



Take a dream vacation



Your dedicated Bloom Customer Advocate can help you determine whether this is the right solution for you and your family. Call us at **1-866-88-BLOOM.**

Is a reverse mortgage right for me?

- The average Canadian 55+ homeowner has a majority of their wealth tied up in home equity
- More and more Canadians are realizing that a fully-formed retirement plan needs to take into account their whole financial picture
- A Bloom Reverse Mortgage™ is a simple and powerful tool to direct some of your home equity wealth towards the things that are important to you

Bloom Eligibility Criteria

- 55+ years of age
- Available across Ontario
- Owner-occupied principal residence
- Mortgage registered in first position, and any existing mortgage debt paid out



Would a living inheritance make sense for you and your family? Learn more here.

Tina's Story

Tina and her husband Phil¹ bought their dream home in Maple, Ontario in 1989. They raised their three children there, who are now all grown up and have kids of their own. Tina's son is now also a homeowner, but with the dramatic rise in home prices in the GTA, her two daughters have struggled to get into the housing market.

After Phil's passing, Tina evaluated her finances with the help of her financial advisor. She was reassured that – when taking into consideration the wealth she's built in her home – she will have more than enough resources to last her through the rest of her life.

Realizing that she doesn't need to wait until she's gone to begin helping her children financially, Tina decided to unlock some of the equity in her home today.

Tina is dividing her Bloom Reverse Mortgage™ proceeds equally between her two daughters, who are using the funds to make down payments on homes of their own.

¹Names changed for confidentiality purposes.

Common questions customers ask us



Still have questions?
Take a look at
www.bloomfin.ca/faqs,
or ask us directly at
1-866-882-5666.

- **Will I still own my home?** Yes, you still own 100% of your home. And you can remain there as long as you'd like, as long as you keep up with a handful of obligations like paying your property tax and insurance on time, and keeping your home in good condition.
- **Will there be anything left for my children?** Over 99% of reverse mortgage customers have equity in their home when it comes time to repay the mortgage, and in most cases the amount of equity is more than 50% of the home value. Additionally, more and more seniors are using reverse mortgages to provide a living inheritance to their loved ones.
- **Can I owe more than what my home is worth?** This is very rare, because of the benefit of home price growth over time. However, in the rare case that this occurs, rest easy. We give you our Home Equity Guarantee, meaning you'll never need to pay us more than the fair value of your home.
- **Will my CPP or OAS be affected?** No. A reverse mortgage is not considered as income by the tax authorities, which means the proceeds are tax-free, and don't impact any of your government benefits like CPP or OAS.
- **Do I need good credit to be eligible?** Bloom lends to customers all across the credit spectrum. Since there are no payments required, credit score isn't as important for a reverse mortgage as it is for a traditional mortgage.



Welcome to Bloom

- Bloom offers the *simplest, fastest and most comfortable* way to access your home equity through a reverse mortgage



Easiest application process: We gather all the information we need in an easy 10-minute phone call



No-hassle appraisal: We'll arrange and pay for the valuation of your home



Minimal document requirements: Forget piles of paperwork – we keep it simple



Fastest approval: We won't keep you waiting



No hidden fees: We believe in transparency – www.bloomfin.ca/rate-and-fees has it all laid out

Visit us at
www.bloomfin.ca
or call us
at 1-866-882-5666
to speak with us
today.

Bloom Finance Company Ltd.
Brokerage License: 13338 | Administrator License: 13339
147 Liberty St, Toronto, ON, M6K 3G3

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