

Holding on to your home sweet home



There's no place like home. It's no wonder 92% of older Americans want to keep living in their homes and communities for life. Home, however, is often an older person's largest asset, and as people age, physical and financial challenges can arise that strain their finances. Some people take out a loan in the form of a reverse mortgage, cash-out refinancing, or a HELOC. These options only unlock a portion of their equity, however, and they're left with

significant debt. "**Truehold** is a new option helping older homeowners unlock a debt and a hassle-free retirement," said Brian Hardecker, founder and CEO.

With Truehold's innovative Sale-Leaseback service, clients stay in their homes and retain their independence while gaining full access to their home equity.

Truehold's model is simple: they buy a home at a competitive price, and clients receive their home equity in debt-free cash. Truehold then leases the home back to the seller, so they can keep living in their own home. Truehold then covers maintenance, property tax and home insurance.

Clients use the cash from their Sale-Leaseback to pay off debts, cover health expenses, afford home care to relieve family caregivers, or delay a big move.

"We're committed to responsibly serving seniors and doing our best to put their interests first. We try to only suggest solutions that help improve their wellbeing – whether that is with us or someone else," Hardecker said.

If Truehold sounds like a good option for you or a loved one, call (866) 709-2825.

To receive a free information kit and no-obligation offer, go to truehold.com.



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www.truehold.com