



TRUEHOLD

Holding on to your home sweet home

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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 helping older homeowners unlock a debt and a hassle free retirement.

Truehold allows homeowners to enjoy their home and their wealth, rather than choose between the two. With their innovative Sale-Leaseback service, clients stay in their homes and retain their independence while gaining full access to their home equity.

Founder and CEO Brian Hardecker, a Certified Senior Advisor (CSA)[®], developed the concept after witnessing the pain of his grandfather. "At 90, he was forced to move from his family home because he needed his equity to cover medical costs," Brian says. "There needed to be a better option for those who want to stay in their home—so we created one."

Truehold's model is simple: they buy your home for 100% of its value, and you receive all your home equity in debt-free cash. You then lease your home back for as long as you'd like, while Truehold covers maintenance, property tax and home insurance.

Since launching in July last year, Truehold has helped more than 100 residents unlock their equity and stay at home. Clients use the cash from their Sale-Leaseback to pay off debts, cover health expenses, and afford home care to relieve family caregivers. Those who dreamed of a relaxing retirement filled with leisure, now have the funds to live that dream.

"We're committed to responsibly serving seniors and always put their interests first. We 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 info kit and no-obligation offer, go to truehold.com.