

FINANCIAL HOPE FOR AMERICA



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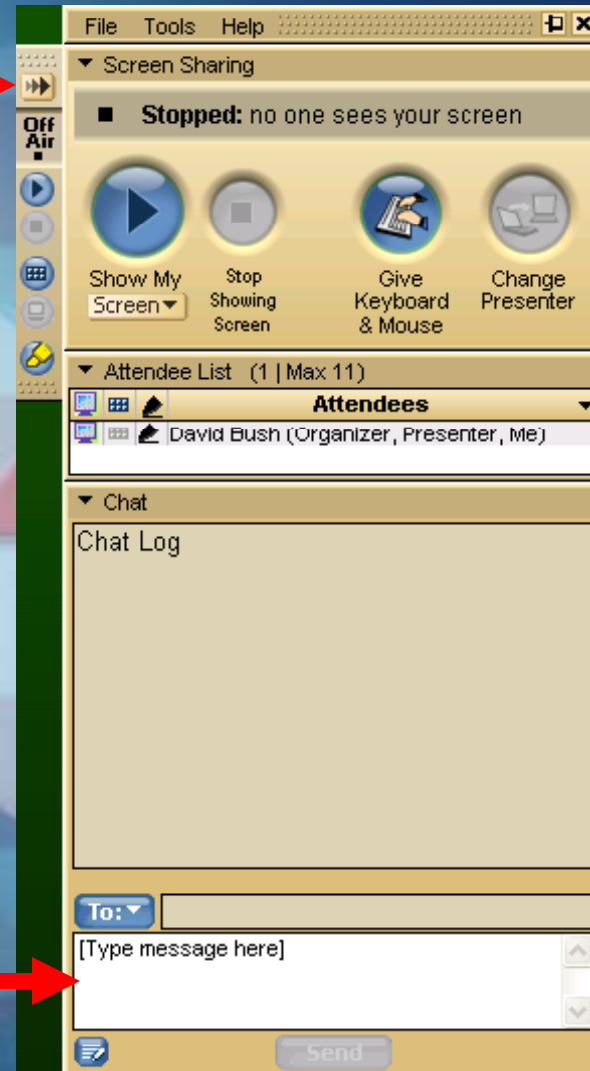
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**“Using a Non-Profit Model to
Help Americans With Today’s
Financial Crisis”**

***Presentation for Potential
Non-Profit Chapters***

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Your Host Today: Dave Hershman

Top Industry Author and Speaker

- ❑ Produced almost 600 transactions in his first 18 months in the industry
- ❑ Run sales forces for large production organizations;
- ❑ Written seven books in the areas of finance, management, sales & marketing—including two best-sellers published by the MBA;
- ❑ Been a keynote speaker at hundreds of industry events



Guest Speakers: Len Babbitt, Dan Rish
Brian Fulkerson and David Grider of
Financial Hope For America

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Our goals today

- The crisis we all face today
- The government's involvement
- What is a loan modification and why will banks modify
- Who is FH4A
- The benefits of becoming a Chapter
- The process
- Income potential
- Becoming a Chapter
- Question and Answer Session

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The crisis we face today

- ❑ The housing crisis is the most severe since the great depression
- ❑ Over one million have already lost their homes this year and millions more will follow.
- ❑ Loan modifications represent a short-term market—but it is countercyclical to the real estate market-making it a great long-term strategy—producing referrals for your primary business as well.
- ❑ The legal landscape for loan modifications is changing—and companies must change their models to adapt.
- ❑ Most importantly—it will help your clients who need it the most when they need it the most.

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Government Solutions not working

- ❑ Lenders will not use FHA HOPE program
 - Lender must cut equity to 94% of current value
 - Borrower must share future equity with FHA (not lender)—50% to 100%!
 - 3.0% upfront MIP and 1.5% annually—plus regular closing costs puts the tab at 20% of the balance for a ten year period.
- ❑ New Obama plan encourages modifications
 - Does not help those severely under-water
 - Does not help those who are investors or outside conforming limits
 - The program is voluntary: banks do not have to follow
 - Banks have admitted, they are not prepared for the volume
 - The program does not preclude homeowners being represented

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The Present Problem With Mods

- ❑ Those who are losing their home do not have thousands up-front to pay for a loan modification
 - The number one objection is, “I don’t have the money”
- ❑ The government is advising prospects not to pay the money
 - Scams have proliferated across the nation
 - Non-profits that the government are referring people to lack funding and are thus ineffective.
 - State governments are rushing to regulate/close down loan mod companies because of the bad publicity
- ❑ If people want to go it alone—banks are not responding.
- ❑ Loan mod income is transactional and will not last forever.

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What is a loan modification?

- ❑ A loan modification can mean many things. The classic definition: *“A Loan Modification is a permanent change in one or more of the terms of a mortgagor's loan that allows the loan to be reinstated.”*
- ❑ Modification actions may include--
 - Arrears repayment program
 - Interest rate reduction
 - Principle balance reduction
 - Converting to a secure fixed rate
 - Temporary modification that leads to permanent change in terms

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Why are the banks willing to modify?

A lender might be open to modifying a loan because the cost of doing so is less than the cost of default. If a bank takes back a home in a foreclosure, they have to maintain it, insure it, and market it . . . until it sells.“

...and they still will take a loss on the principal. Because when it sells, it will sell at or below today's current market price.

In addition, the government is pressuring banks to modify their loans.

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Company Background

- ❑ The Certified Financial Protection Group was formed in 2007 in Temecula, CA with a focus of providing processing services for Forensic Audits that lead to loan modifications (Website: www.FHA365.com -- FHA for Forensic Home Audit).
- ❑ CFPG has been incredibly successful, helping over two thousand clients with Audits and Loan Modifications, all on a wholesale basis. There is now over 90 employees and the company encourages personal tours of the office from Monday through Thursday.
- ❑ Company recognized the aforementioned issues with regard to originating loan modifications
- ❑ With the future in mind, in mid-2008 CFPG began working with the government, accountants and lawyers on the non-profit model— spending thousands man-hours and investing tens of thousands of dollars in building a structure. The company is currently working on HUD certification. **Financial Hope For America site: www.FH4A.org**
- ❑ Note: the organizations CFPG & FH4A are separate & must remain so for legal purposes. You can participate in either model or both.

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Non-Profit Leadership

- ❑ CEO – Mike Wayman - Background includes 15 years in law enforcement.
- ❑ Operations Manager – Don Brokaw
- ❑ Business Development – Dan Rish
- ❑ Marketing Director – Len Babbitt
- ❑ Chapter Support:
 - David Grider: Team Leader
 - Brian Fulkerson: Team Operations Manager
 - Dave Hershman: Training and Support
- ❑ Advisory Board: As a national non-profit organization, there will be a high-level advisory board with nationally recognized names that are associated with the organization.

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Benefits of Becoming a Chapter With FH4A

- Credibility of being a Chapter of a non-profit organization. Non-profits are by virtue of their charters in existence to benefit the public good. **This is potential leverage with banks as well.**
- Immediate FREE Halt Sale for Clients
- Affordable \$495 sign-up and \$199 monthly membership fees for members—this includes the loan modification
- Membership fees are tax deductible
- Membership includes a large variety of important and beneficial services
- Chapters can earn multiple streams of income which may continue after the modification is delivered
- No processing paperwork by Chapters—FH4A does it all
- 24/7 online Client tracking software and replicated websites

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FH4A is not a loan mod company

- ❑ A non profit organization
- ❑ FH4A will provide a series of services to members as part of membership. These services are designed to attack the issues Americans face.
 - ❑ Loan modification (one provided for the primary residence as part of membership).
 - ❑ Debt settlement services
 - ❑ Credit improvement services
 - ❑ Short sale/leaseback programs and more (see later slide)
- ❑ Service providers are selected on the basis of being national in scope, compliant in their area of service, have a minimum of five years of service and a track record of producing results.

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DATE OF INTAKE: _____

CHAPTER MEMBER: _____

REP: _____

REP PHONE: _____ FAX: _____

EMAIL: _____



**FINANCIAL HOPE
FOR AMERICA**

A 501(c) 3 Non-Profit
PH: (888) 343-FH4A (3442)
Fax: (951) 537-6892

HALT TRUSTEE SALE APPLICATION

TRUSTEE SALE DATE: _____

NEW SALE DATE: _____

<p>CLIENT NAME: _____</p> <p>CLIENT SS #: _____</p> <p>CO-CLIENT: _____</p> <p>CO-CLIENT SS #: _____</p> <p>PHONE NUMBER: _____ 2nd PHONE NUMBER: _____</p> <p>PROPERTY ADDRESS: _____</p> <p>CITY: _____ ST: _____ ZIP: _____</p> <p>LENDER: _____</p> <p>ACCOUNT: _____</p> <p>TRUSTEE NAME: _____</p> <p>TRUSTEE SALE NUMBER: _____</p> <p>TRUSTEE or SERVICER PHONE NUMBER: _____</p>	<p>CLIENT MONTHLY INCOME: \$ _____</p> <p>CO-CLIENT MONTHLY INCOME: \$ _____</p> <p>OTHER INCOME: \$ _____</p> <p>TOTAL MONTHLY INCOME: \$ _____</p> <p>MONTHLY HOUSEHOLD EXPENSES: <i>Including: Auto costs, childcare, support pymts., etc</i> \$ _____</p> <p>MONTHLY HOUSEHOLD UTILITY EXPENSES: <i>Including: Electric, heating, H2O, trash, cable/internet, etc</i> \$ _____</p> <p>MONTHLY CONSUMER DEBT: <i>Including: Auto loans, credit cards, school loans., etc</i> \$ _____</p> <p>MONTHLY INSURANCE EXPENSES: <i>Including: Automotive, health & medical, and Life, etc</i> \$ _____</p> <p>PROPERTY TAX & HOMEOWNERS INSURANCE: TAXES \$ _____ INSURANCE \$ _____</p> <p>ADDITIONAL MONTHLY EXPENSES: \$ _____</p> <p>TOTAL MONTHLY EXPENSES: \$ _____</p>
<p style="text-align: center;">CONFIRMED BY:</p> <p>LENDER CONFIRMATION DATE: _____</p> <p>BY: _____</p> <p>CLIENT CONFIRMATION DATE: _____</p> <p>BY: _____</p>	<p style="text-align: center;">NATURE OF HARSHIP:</p> <p>_____</p> <p>_____</p> <p>_____</p>

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Free “Halt Sale” Service

- Now you can deliver a free service needed by any homeowner who is in trouble.
- This service is delivered only for prospective clients of FH4A Chapters for their primary residences.
- All you need to do is get the form filled out.
- FH4A immediately contacts Client, reviews info. w/Client and sets up 3-way call w/Lender to stop the sale
- Mitigator stops sale with Lender and gets confirmation
- Client is instructed to confirm stop sale with Lender and to contact Mitigator with confirmation receipt
- CSR Mgr. returns the Halt Sale form to the Chapter
- Chapter then contacts Client to present the benefits of membership with FH4A

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Ph: (888) 343-FH4A (3442) / Fax: (951) 537-6892

DATE OF INTAKE: _____

CHAPTER: _____ REP: _____

REP EMAIL: _____

REP PHONE: _____ FAX: _____

MEMBERSHIP APPLICATION

NAME: _____ SSN#: _____ DOB: _____

RESIDENCE ADDRESS: _____

CELL: _____ HM PH: _____ WK PH: _____ FAX: _____

EMAIL: _____

SPOUSE: _____ SSN#: _____ DOB: _____

CELL: _____ HM PH: _____ WK PH: _____ FAX: _____

EMAIL: _____

BUSINESS LEGAL NAME: _____

BUSINESS PHONE: _____ FAX: _____

BUSINESS WEBSITE: _____

BUSINESS EMAIL: _____

SIGNED: _____ DATED: _____

The FH4A Representative handling this file is: _____

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Membership Procedures

- Membership application is delivered to CSR Mgr.
- CSR Mgr. sends email confirmation of receipt to Chapter
- CSR Mgr. delivers application to accounting
- Accounting processes payment, enters Client's info into tracking software, and prepares the file for intake
- File is received by Intake Mgr. who then assigns the file to an intake specialist
- The intake specialist contacts the Client and delivers the Document Request forms via email or fax
- Normal processing then begins— no documents need to be procured by Chapter. Still make sure you are prequalifying—which means they need to have a hardship and can afford the reduced payment.

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DATE OF INTAKE:

CHAPTER MEMBER:

REP:

REP PHONE: _____ FAX: _____

EMAIL: _____



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Fax: (951) 537-6892

GIFT CONTRIBUTION FORM

NAME _____ PH NUMBER _____ 2ND PH NUMBER _____

PROPERTY ADDRESS _____ CITY _____ ST _____ ZIP _____

I wish to make a donation in the amount of \$ 400 a month for six months, paid in full or on a monthly basis.

PAID IN FULL MONTHLY

Enclosed please find my check made payable to: Financial Hope for America

Please charge \$ _____ to my:

___ MasterCard ___ Visa

___ AMEX ___ Other _____

NAME ON CARD _____

ADDRESS _____

CARD NUMBER _____

EXP DATE _____ CSV _____

I authorize this transaction for the amount stated above. The above information acts as my verification for this transaction.

CARDHOLDER SIGNATURE _____

DATE _____

Please deduct my donation from my bank account via an ACH transaction

Please charge \$ _____ to the following account:

BANK _____ PHONE _____

ADDRESS _____

ROUTING NUMBER _____

ACCOUNT NUMBER _____

I authorize my bank to debit my account as identified above according to the terms stated here. This authorization shall remain in effect until the Service Provider and bank receive written notification from me of intent to terminate at such time and such manner as to afford the Service Provider and bank reasonable opportunity to act (minimum 30 days). I understand that if the total amount owed to the Service Provider is increase, I authorize this plan to continue as long as the payment amount remains unchanged until the amount owed the Service Provider is paid off, or unless the plan is terminated earlier by me as above. I understand any amounts can be applied for with a new authorization form. All other charges such as payment amount, frequency, bank account number change, will require a new Payment Authorization Form to be filled out and submitted to Financial Hope for America (ACH Debit) 15 days prior to any change being implemented. I understand that this payment plan may be cancelled by the Service provider or Financial Hope for America (ACH Debit) due to NSF (Non-Sufficient Funds). I will be liable to pay an NSF fee of \$25.00 (or the amount allowable by law) which may be automatically debit for each NSF. I represent and warrant that I am authorized to execute this payment authorization for the purpose of implementing this payment plan. I indemnify and hold the Service Provider, the bank, and Financial Hope for America (ACH Debit) harmless from damage, loss, or claim resulting from all authorized actions hereunder.

SIGNATURE _____

DATE _____

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Gift Contribution

- ❑ FH4A Membership can only provide loan modification for primary residence
- ❑ Additional properties --or the first property if they only own an investment property--are handled by a 'gift' from the member to FH4A
- ❑ The amount of the gift is \$400 per month for six months.
- ❑ Note: They have to be a member, plus pay the cost of the gift—so you would add this to the regular membership fee.

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Services Are The Key To Retention: Housing Assistance

- Loan workout mitigation
- Homebuyer education program
- Mortgage delinquency & default resolution consulting
- Equity acceleration consulting
- Predatory lending consulting
- Short Sale negotiations
- Property tax reduction
- Renters assistance
- Fair housing assistance
- Home equity conversion (Reverse Mortgages)
- Pre & post purchase consulting

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Additional Services and Education:

Debt, Credit & Financial Services

- Debt elimination and resolution consulting
- Credit reconstruction & repair
- Credit score repair
- Credit consulting (not Consumer Credit Counseling or CCC)
- Financial planning
- Estate planning
- Money debt management
- Asset protection
- Outreach initiatives
- Small business consulting
- Insurance services

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Before We Introduce The Revenue Model

- ❑ Remember that loan modifications are a short-term revenue opportunity
- ❑ The provision of over 20 points of education and services will give us the ability to retain clients for the long term.
- ❑ Some of the services will be self-help, others will be links to professional services which will have the potential to produce even more income for the Chapters.
- ❑ FH4A will be proactive in this regard, getting the members involved in needed services after the referral. Once again, no work need be done by the Chapter.
- ❑ The Organization is taking a good portion of the revenue and diverting to Chapters, instead of investing in advertising. The sole function of Chapters is to bring in **qualified** Members.

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Revenue Summary: Membership Fee

- ❑ First point: Do not think that non-profit means no revenue to the Chapters. Even the additional services may provide additional revenue to members.
- ❑ Initial Membership fee of \$495 of which \$245 is distributed to Chapter Members
- ❑ Monthly Membership fee of \$199 of which \$99 is distributed to Chapter Members
- ❑ Retention for four months: Total income is \$641
- ❑ Retention for five years: over \$6,000!

**100 Members? \$9,900 per month--
and that is residual! (month after month)**

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7 Level Matrix

\$50 From the \$250 Up-Front Fees Collected:

LEVEL ONE	\$20	40%	1,000 members
LEVEL TWO	\$10	20%	brought in this
LEVEL THREE	\$8	16%	year by "team"?
LEVEL FOUR	\$6	12%	\$6,000 to \$10,000
LEVEL FIVE	\$3	6%	in income.
LEVEL SIX	\$2	4%	
<u>LEVEL SEVEN</u>	<u>\$1</u>	<u>2%</u>	
TOTAL	\$50	100%	

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7 Level Matrix

\$20 From the \$199 Monthly Fees Collected

LEVEL ONE	\$6	30%	Example: 1,000
LEVEL TWO	\$4	20%	members referred
LEVEL THREE	\$3	15%	by team?
LEVEL FOUR	\$2	10%	Income \$2,000
LEVEL FIVE	\$2	10%	to \$4,000--
LEVEL SIX	\$2	10%	monthly!
<u>LEVEL SEVEN</u>	<u>\$1</u>	<u>5%</u>	
TOTAL	\$20	100%	

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INCENTIVE PRODUCTION BONUS - MONTHLY

PERSONAL	10+ APPLICATIONS	\$50
	25+ APPLICATIONS	\$100
	50+ APPLICATIONS	\$350
	100+ APPLICATIONS	\$1,000
TEAM	100+ APPLICATIONS	\$1,000
	200+ APPLICATIONS	\$2,400
	500+ APPLICATIONS	\$7,500
	2,500+ APPLICATIONS	\$50,000

Note: Bonuses are in addition to aforementioned residual and commission

Team production is credited to all levels down (not limited to 7)

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INCENTIVE PRODUCTION BONUS - QUARTERLY

PERSONAL	500+ APPLICATIONS	\$7,500
	1,000+ APPLICATIONS	\$17,500
	2,500+ APPLICATIONS	\$50,000
	5,000+ APPLICATIONS	\$100,000
TEAM	2,500+ APPLICATIONS	\$50,000
	5,000+ APPLICATIONS	\$100,000
	10,000+ APPLICATIONS	\$200,000
	25,000+ APPLICATIONS	\$625,000
50,000+ APPLICATIONS		\$1,250,000!

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Additional Services That Could Provide Revenue

- Debt settlement: 70% of the fees produced go to FH4A
- Credit repair: Enrollment fees and monthly fees as well
- Property tax reduction
- Short sale/leaseback (available only in California for now)
- Mortgage insurance reduction
- More coming

Formula: Fees brought into FH4A
shared "50-50" with Chapters

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Replicated Website



Financial Hope for America

Non-Profit Financial
Services

1-888-343-3442
Call for Free Help Today

- Home
- Housing assistance
- Debt and credit assistance
- Financial planning
- Education assistance
- Forms
- About

Financial Hope for America, a non-profit 501(c) 3 organization, is dedicated to helping the American consumer obtain loss mitigation services free of charge. For too long, consumers have been paying thousands of dollars to fly by night loss mitigation firms only to find that nothing has been done to help save their homes. Our service is a response to the cry from the American public to quickly find the highest quality loss mitigation service at the lowest possible cost.

Our non-profit service is the best option for the American consumer looking for a trustworthy source at the lowest possible price. However, we will research any loss mitigation company you are considering free of charge and give you our honest opinion regarding the quality of their service. In addition, we will negotiate with any loss mitigation company of your choice in an effort to help you obtain their services for the lowest possible cost. There is no fee for our consultations nor is there a fee involved for us to help you negotiate the best price for loss mitigation from another provider.

Non-Profit Financial Services

Membership



Opportunity



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Marketing Materials

BRINGING HOPE TO THE AMERICAN HOMEOWNER THROUGH OUR EDUCATIONAL BASED FINANCIAL SERVICES

- **KEEP** Your Valuable Asset, Your Home
- **AVOID** the Need to Relocate
- **REPAIR** Your Credit Standing
- **CONSOLIDATE** Your Outstanding Credit



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- *Mitigation Services*
- *Short Sale Education*
- *Property Tax Reduction*
- *Business Consulting*
- *Homebuyer Education Program*
- *Renter's Assistance*
- *Estate Planning*
- *Money Debt Management*
- *Marketing & Outreach Initiatives*
- *Fair Housing Assistance*
- *Loss Mitigation*
- *Debt Elimination*
- *Pre-Purchase Consulting*
- *Post-Purchase Consulting*
- *Predatory Lending Consulting*
- *Mortgage Delinquency & Default*
- *Resolution Consulting*
- *Mortgage Consulting*
- *Guide for Relocating*
- *Equity Acceleration*
- *Asset Protection*
- *Debt Elimination*
- *Credit Card Repair*
- *Credit Score Repair*
- *Financial Planning*
- *Home Equity Conversion*

We Can Help

July 2009

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Marketing Materials

We Can Help

Financial Hope For America, a non profit 501(c) 3 organization, was formed in December of 2008 to meet the critical needs of the American Homeowner in dealing with the economic crisis and/or the mortgage and foreclosure epidemic. FH+A has established a unique management team and network of specialized professionals that are committed to reduce the economic stress that many Homeowners are facing today.

.....
**If you have a foreclosure sale notice,
WE WILL STOP YOUR SALE DATE.**

Visit us online for information on all of our FREE services or call for a FREE Consultation.

We are compliant with all state and federal laws and we are prepared to help you.

.....
**Financial Hope For America
A Non-Profit Organization**

Contact Info Here

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Signing up as a Chapter

- Cost is \$1,495 up-front and \$79 monthly
- You will get a replicated website & access to a complete line of professional marketing and promotional materials
- Contact the Chapter that referred you
- If you received an email from Dave Hershman and/or OriginationPro and were not referred directly by a Chapter, I am supporting DB Marketing Solutions (last slide)

Major benefit of signing up now: The Non-Profit Chapters that join now, the \$1,495 fee will be waived. The monthly fee is not charged until 30 days after enrollment. However, members can be referred immediately.

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One More Point

- ❑ The model of CFPG is still in effect until it is proven to be legally not feasible in your State.
- ❑ This means those who want to join CFPG can still do so.
- ❑ Cost is \$99 up-front and \$49 monthly. CFPG provides complete processing, marketing and technology support.
- ❑ We provide forensic loan audits that lead to a loan modification with results guaranteed at a recommended price of \$2,995, \$1,495 is income to you. **Note: FH4A does not do forensic audits.**
- ❑ There are no free halt sale services. CFPG charges \$500
- ❑ There is a recruiting/multi-level component to this as well—4 levels
- ❑ Contact info@financialhopeforyou.org (last slide) or the Associate Member who referred you if you want to participate in this model.
- ❑ You can participate in CFPG and FH4A both, or one or the other.
- ❑ **One Restriction: You cannot solicit clients for the non-profit model and “switch” them to the fee (CFPG) model.**

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Contact Us

- ❑ Please do not hesitate to contact our Chapter Success Team with any questions that you have along the way. We are here to help you and our success depends solely on YOUR success!
- ❑ You are supported the same whether you are level 1 or level 7 on our team.
- ❑ You can reach us by emailing your questions to Info@financialhopeforyou.org or calling our office at **888-848-4842**. This includes OriginationPro/Dave Hershman referrals. Dave Hershman is dave@hershmangroup.com
- ❑ If you are referred by one of our Chapters—please go to their website to sign up. We are all part of the same team!