



## **First Allied appoints Goldman as VP reverse mortgage lending division.**

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First Allied Mortgage Bankers has named Alan Goldman to the position of VP reverse mortgage lending division for the firm.

With over 43 years of experience successfully developing marketing and sales strategies, 25 of which has been in residential mortgage financing, Goldman has extensive communication and service oriented expertise. Prior to joining First Allied, Goldman worked as VP reverse mortgage lending for Worldwide Capital Mortgage Corp. in Bay Shore. In this capacity he was responsible for developing reverse mortgage correspondence relationships with lenders. In addition, Goldman worked with their existing loan officer team and the public, educating them on the various aspects of reverse mortgage guidelines and uses.

As VP reverse mortgage lending division, Goldman will oversee the marketing strategy, brand placement, corporate communications and recruitment programs. He will work closely with First Allied's loan officers and operations staff as well as the home specialists of the firm's real estate wholly-owned affiliate, Laffey Associates, to help determine the most appropriate course of action for seniors and their caregivers. In addition, Goldman maintains active membership in American Association of Retired Persons (AARP) and National Association of Reverse Mortgage Lending (NRMLA) in order to be up to date on issues and solutions for today's fast growing senior population.

"First Allied is already a well-recognized name in the residential mortgage market and a leader in lending solutions in Metropolitan New York," said First Allied CEO Emmett Laffey. "We are positioned for continued expansion over the next few years by having a stellar management team and extensive lending programs. Having the ability to offer reverse mortgage financing to the senior community just continues to illustrate our firm's commitment to providing healthy financial choices to that growing demographic.

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