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Peter Graves, legendary actor and AAG spokesperson, speaks out for Reverse Mortgages

Like many industry participants, Hollywood actor and AAG spokesperson, Peter Graves is concerned that seniors are not receiving the right message about reverse mortgages.

Working with AAG has provided Mr. Graves with valuable insight on the benefits of a reverse mortgage, an increasingly important issue to today's seniors. "Of course, I'm a senior myself and I know how many thousands of seniors are out there struggling and looking for answers. I am all for reverse mortgages and what we're trying to do is important to me. I wouldn't put my name and reputation behind anything I didn't believe in." Mr. Graves is now hoping to further educate and inform American seniors on the real benefits of a reverse mortgage and show how it could really help them, especially during these tough economic times.

"Reverse mortgages are not suitable for everyone, I know that, but they are extremely helpful to us seniors who are looking to eliminate monthly mortgage payments, pay off other growing debts, and don't have many options in terms of monthly income. Also, the perception out there that you turn your home over to the bank is just false."

In this recent interview, Mr. Graves was asked why he thinks he was selected as a celebrity spokesperson for reverse mortgages as well as why he tested so well with senior focus groups and market surveys. "Well, it's a compliment certainly and I am humbled by the trust seniors have placed in me."

Mr. Graves makes a direct link between his positive public perception and the roles he's played on camera. "I have been conscious of all my roles in that I represented a sense of honesty and integrity, and believe that I was someone whose counsel they would accept or at least would listen to - that the guy on the screen was the same guy off it. I have built up a certain amount of trust with the audience and believe that's why seniors might trust me when considering a reverse mortgage."

Graves continues, “I’ve been married to the same woman for 59 years, and live a normal, some would say, boring life. But I’ve never done anything to upset my audience or break that trust.” Graves further adds that his on and off screen personas have similar traits and that he is “a straight forward, regular guy with a good sense of right and wrong.”

His partnership with American Advisors Group has provided Mr. Graves the opportunity to better understand a financial product that he admits he knew very little about. Like many others, he misunderstood the benefits and features of a reverse mortgage and encourages other American seniors to do their research and find out more. Graves is also concerned that one or two negative stories regarding reverse mortgages will turn away seniors who could really benefit from this kind of financial product. “I want seniors to understand that this is a Government regulated and insured financial tool that may really help. The best way to know if you’re talking to the right people is to call an established, respected reverse mortgage company. Of course, I would suggest AAG first but if you feel more comfortable getting the information somewhere else, I’d prefer you get it than not get it at all.”

Learn More

Seniors and their caregivers interested in finding out more about reverse mortgages should go to the websites of respected senior and government organizations, such as: AARP, HUD, National Counsel of Aging, and National Reverse Mortgage Lenders Associations. To find links to these websites, go to www.AAGreverse.com.

About American Advisors Group

The company is a leader in the reverse mortgage industry, setting as its prime mission to attain the highest level of customer satisfaction and to help seniors improve their lives. The drive for innovation and excellence, as well as the commitment to quality customer service, has led AAG to be among the top reverse mortgage originators in the country.