



CERTIFIED HOME EQUITY ADVISOR (CHEA) CREDENTIAL **HANDBOOK**

Earn 8 CE Hours — Designed for Financial and
Insurance Professionals



WHAT IS THE CHEA CREDENTIAL?

The Certified Home Equity Advisor (CHEA) designation is a specialized credential available exclusively to National Association of Insurance and Financial Advisors (NAIFA) members. It signifies advanced knowledge in using home equity as part of comprehensive retirement planning—and a deep understanding of the financial challenges today's older adults face.

CHEA designees are trained to integrate housing wealth and reverse mortgages—when appropriate—into personalized strategies that help clients protect assets, improve cash flow, and maintain long-term independence. They're also bound by NAIFA's Code of Ethics and committed to always acting in their clients' best interests.

Training includes an 8hr CE course led by a licensed reverse mortgage specialist from Fairway Independent Mortgage Corporation.

NAIFA'S MISSION

The **National Association of Insurance and Financial Advisors (NAIFA)** exists to:

- Advocate for a positive legislative and regulatory environment
- Support the development of business and professional skills
- Promote ethical conduct and client-first values among members

Founded in 1890, NAIFA is the leading association for financial service professionals in the United States of America.



6 BENEFITS OF THE CHEA CREDENTIAL

1. BE THE GO-TO FOR 55+ CLIENTS

Become a trusted advisor to older homeowners and homebuyers by helping them understand and utilize one of their greatest assets—home equity.

2. STAND OUT IN YOUR FIELD

Most financial professionals overlook housing wealth and lack a clear understanding of how reverse mortgages truly work. CHEA designees don't.

3. BUILD CONFIDENCE AND TRUST

CHEA shows clients and colleagues that you're equipped to offer well-rounded, informed strategies tailored to retirement needs.

4. OFFER MORE PERSONALIZED PLANNING

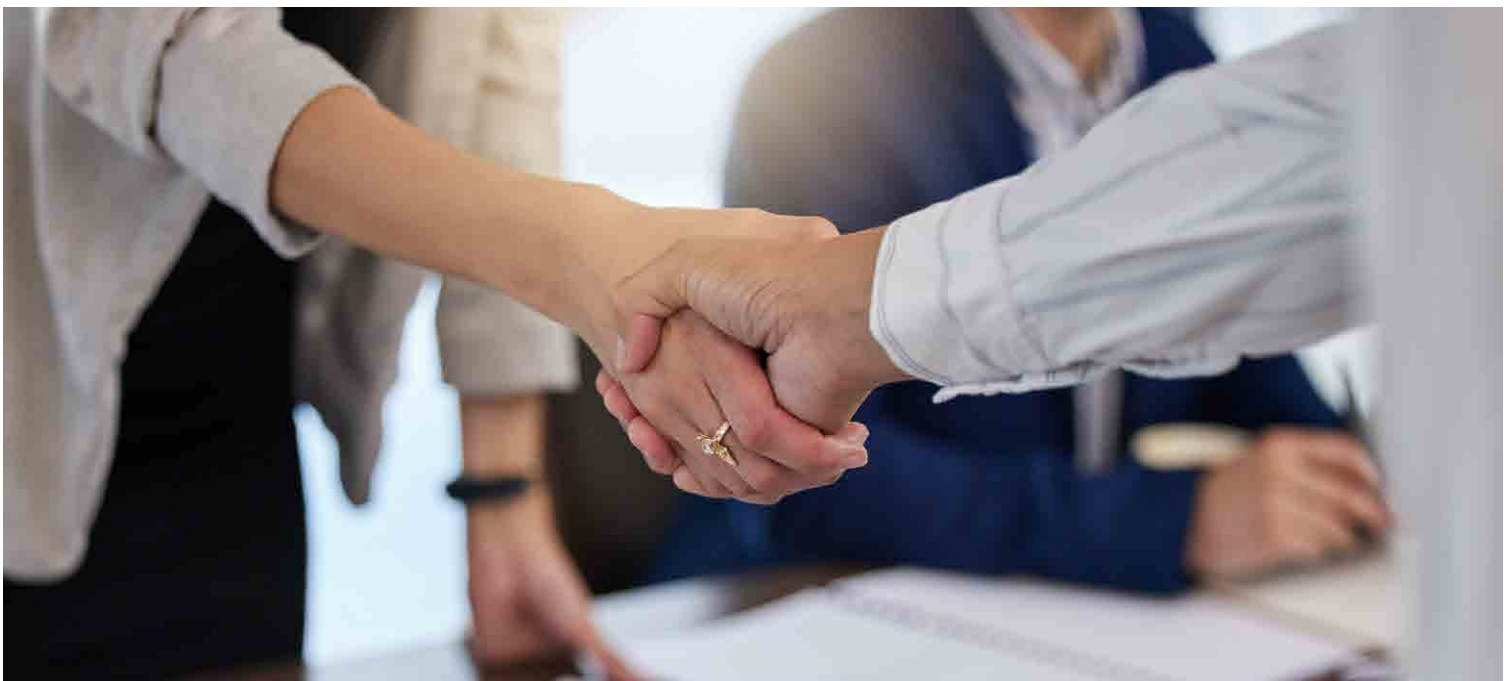
Use your CHEA knowledge to include housing wealth in financial planning—delivering more complete guidance to your clients.

5. UPHOLD THE HIGHEST STANDARDS

CHEA holders must be active NAIFA members and uphold the association's Code of Ethics, reinforcing your professional integrity.

6. JOIN A LIKE-MINDED NETWORK

Gain access to a purpose-driven community focused on senior needs, retirement risks, and forward-thinking planning.



INCLUDED WITH YOUR CREDENTIAL

CHEA Marketing Toolkit

- CHEA logos and branding guidance
- Public relations and media support
- Consumer-facing brochures and explainer videos
- Educational materials and advisor handouts
- Access to Fairway's scenario desk and planning tools
- Reverse mortgage calculators via FairwayReverse.com

Support You Can Trust

CHEA training is powered by **Fairway Independent Mortgage Corporation**, a nationally recognized leader in both traditional and reverse mortgage lending. With Fairway's resources and NAIFA's support, you'll have the tools to deliver smart, ethical, and client-first housing wealth strategies.



DIGITAL BADGE AND CERTIFICATE

To earn the CHEA credential, you must be a **NAIFA member**. Upon passing the exam, you'll receive:

- A downloadable CHEA certificate
- A digital badge for use on LinkedIn, websites and email signatures



CHEA BODY OF KNOWLEDGE

A professional framework for integrating housing wealth into financial planning

The CHEA curriculum is built around four core domains that strengthen your ability to assess, model, and apply home equity strategies for retirement planning.

1. HOUSING WEALTH IN RETIREMENT PLANNING

- Retirement shortfalls, longevity, and cash flow risk
- Client behavioral biases toward home equity
- Using housing wealth as part of a 3-bucket strategy
- HECM vs. proprietary reverse mortgages (include a second lien product)
- Loan mechanics, payout options, and long-term impact

2. STRATEGIC REVERSE MORTGAGE INTEGRATION

- Tax-free access and line-of-credit growth mechanics
- Managing sequence-of-return risk
- Portfolio coordination and withdrawal strategy comparison
- Academic backing (Pfau, Sacks, Salter)
- Side-by-side retirement scenario modeling

3. ADVANCED PLANNING APPLICATIONS

- Tax coordination: Roth conversions, Medicare gaps, RMD smoothing
- LTC planning using home equity and legacy leverage
- HECM for Purchase for rightsizing
- Medicaid planning and suitability review

4. PROFESSIONAL COLLABORATION & FIDUCIARY CONDUCT

- Advisor-lender referral best practices
- Communicating strategies within fiduciary standards
- Ethics, disclosure, and red flags for misuse
- NAIFA's Code of Ethics and CFP Board alignment

TRAINING FORMAT

Duration: 8 hours

CE Credit: 8 hours

Structure:
2 live sessions (4 hours each)

Audience: CFP® professionals,
RIAs, licensed financial and
insurance professionals

Sponsor: Fairway Independent
Mortgage Corporation & NAIFA

Format: Online webinars (with
optional in-person delivery)

Instructor: Licensed reverse
mortgage specialist from Fairway

FAQS

EXAM REQUIREMENT

To earn the CHEA designation, you must:

- Pass a 20-question digital quiz at the end of training
- Score 80% or higher
- The exam is typically accessed via mobile using a QR code

PROGRAM FEES

- \$200 for NAIFA members
- \$300 for non-NAIFA members
- **Annual Renewal:** \$50
- **Reinstatement Fee:** May apply if credential lapses
(Note: Fees subject to change)

REGISTER NOW

Q: DO I NEED TO BE A NAIFA MEMBER TO REGISTER?

No. While non-NAIFA members may attend the course and earn CE credit, they will pay a higher registration fee and are not eligible to receive the credential.

Join at: belong.naifa.org/join

Q: WHAT IS REQUIRED TO MAINTAIN THE CHEA CREDENTIAL?

You must pay the annual fee, complete a refresher module, and retake the exam.

Q: AM I REQUIRED TO REFER TO FAIRWAY AS THE LENDER?

No. You can work with any lender. However, Fairway offers direct scenario support and educational tools for CHEA credential holders.

Contact: CHEA@fairwaymc.com

Q: IS TRAINING ONLINE OR IN-PERSON?

Primarily online (2 × 4-hour webinars), with optional in-person sessions when available.

Q. HOW CAN I REFER CLIENTS TO FAIRWAY?

Work with a Fairway loan officer you already know or visit FairwayReverse.com/CHEA



HELPING PROFESSIONALS SERVE AMERICA'S AGING POPULATION WITH CONFIDENCE, CLARITY, AND CARE

Certified Home Equity Advisor (CHEA) Credential

Offered in partnership by:



For additional information, visit www.naifa.org or www.Fairway.com

The Certified Home Equity Advisor (CHEA) designation is an educational credential. Completion of the CHEA training and exam does not grant or imply any authority to offer, originate, or advise on mortgage products. Fairway Independent Mortgage Corporation (NMLS 2289) does not provide legal, tax, or financial planning advice. All guidance provided through the CHEA program is intended for educational purposes only. NAIFA and Fairway encourage all designees to work collaboratively with licensed specialists and to act in the best interest of their clients in accordance with applicable laws and professional codes of conduct.