



# Who Is HomeEquity Bank?

A homeowner-friendly overview prepared by Jonathon Adams - The Reverse Mortgage Guy!

HomeEquity Bank is a Canadian financial institution focused on helping homeowners aged 55+ understand and access reverse mortgage solutions through the CHIP family of products. This guide is written in plain English so you can understand the lender at a high level before deciding whether a reverse mortgage conversation makes sense for your family.

<p><b>Designed for 55+ homeowners</b> Reverse mortgage solutions are built around older Canadian homeowners who want to access equity while continuing to live in their homes.</p>	<p><b>CHIP product family</b> Product options may include CHIP Reverse Mortgage, CHIP Max, CHIP Open, and Income Advantage, depending on the homeowner's goals and lender criteria.</p>
<p><b>No regular mortgage payments required</b> Depending on the product and terms, homeowners are generally not required to make regular mortgage payments while they continue meeting their obligations.</p>	<p><b>Education-first review</b> Jonathon helps you understand the strategy, alternatives, trade-offs, and family implications before you make a decision.</p>

## How HomeEquity Bank May Fit Into a Reverse Mortgage Conversation

A reverse mortgage lender provides the product. A broker helps you understand whether the product fits your goals. That distinction matters. The right question is not simply 'which lender?' - it is whether accessing home equity supports your retirement, your home, and your family plan.

- Create retirement cash-flow flexibility.

- Pay down existing debt or an existing mortgage.
- Renovate or adapt the home to age in place.
- Support children or family members while staying in your own home.
- Consider bridge-style or short-term planning needs where appropriate.

## Why Work Through Jonathon?

Jonathon's role is to help you evaluate the whole picture - not just the lender brochure. That includes reviewing alternatives, explaining lender differences, discussing family considerations, and helping you understand what questions to ask before committing.

## Important Questions to Ask

- How much equity could I reasonably access?
- What happens if I sell, move, or pass away?
- How could this affect my estate or children?
- What alternatives should I compare before deciding?
- What obligations remain after the reverse mortgage is in place?

## Important Note

This document is for general education only. It is not a quote, approval, commitment to lend, legal advice, tax advice, or financial planning advice. Reverse mortgage terms, eligibility, and product availability depend on lender policy and your personal situation. Speak with Jonathon before relying on this information for a decision.

Source information reviewed from HomeEquity Bank and HEB Advisor broker resources. Content has been summarized and rewritten for homeowner education.