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Who are we?

Bloom is a modern financial services company that offers the simplest way for 55+ Canadians to access their home equity through a reverse mortgage. We believe that home equity release solutions will increasingly become a mainstream retirement planning tool for Canadians.

Our mission is to help 55+ homeowners find financial flexibility in what should be the *springtime* of their lives.



Why partner with us?

We deeply value our mortgage broker partner relationships, and strongly believe we are the best option in Ontario for your reverse mortgage business.



We do the work. Our in-house reverse mortgage experts work directly with your clients after the referral, handling product education, document gathering, appraisal, and coordination with borrower legal counsel. This allows you to focus on your core mortgage business.



Best product features. Competitive rates and loan-to-value, and lowest fees in the market. You can be confident your clients are getting the best reverse mortgage solution in Ontario.



Industry-leading broker compensation. We offer the most generous commission structure in the market, reflective of the value we place on your business.

	Bloom*	Market Option 1	Market Option 2
Commission :	200bps on initial advance 50bps on subsequent advances (life of loan)	~ 100bps on initial advance	~ 200bps on initial advance

*Bloom's commission schedule may be updated or amended at any time at Bloom's sole discretion.

How are we different?

We offer the simplest, most comfortable process for 55+ Canadians to access the wealth in their homes.



We pay for the appraisal. We order the appraisal and manage the process. In many cases we use a desktop or driveby, so nothing is required from your client.



Streamlined process. We leverage technology to cut down on document requirements and minimize back and forth with your client, ensuring they have a smooth experience.



Fast and efficient. We're exclusively dedicated to this product, and know how to get the process completed quickly and efficiently for your client.

Our product features are the best in the Ontario market:

	Bloom	Market Option 1	Market Option 2
Base product LTV :	Up to 55%	Up to 55%	Up to 40%
Primary geographies :	All markets in Ontario	Most markets in Canada	Primarily urban centres
Rates	~ 4 to 5%		
Prepayment Charge :	Y1 : 4% Y2 : 3% Y3 : 2% Y4 - 10 : 3 months interest Y11+ : no charges	Y1 : 5% Y2 : 4% Y3 : 3% Y4 - 10 : 3 months interest Y11+ : no charges	Y1 : 5 months' interest Y2 : 4 months' interest Y3 : 3 months' interest Y4 - 10 : 3 months interest Y11+ : no charges
Setup costs ¹ :	\$1,650	Est. \$2,245 ²	Est. \$2,445 ³

¹Includes lender fees, lender legal costs and appraisal costs. Excludes borrower independent legal costs (out of lender control).

²\$1,795 closing costs + estimated \$450 for appraisal.

³\$995 closing costs + estimated \$450 for appraisal + estimated \$1,000 for lender legal costs.

Who to refer?

- ✓ All borrowers on title must be 55 years of age or older.
- ✓ Property must be located in Ontario.
- ✓ Property must be owner-occupied principal residence.
- ✓ Bloom mortgage must be registered in first position and existing first mortgage paid off.
- ✓ Minimum property value of \$100,000.

