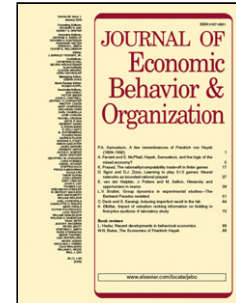


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Title: Reverse Mortgages: What Homeowners (Don't) Know and How it Matters

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Highlights

- > Reverse mortgages let elderly homeowners consume home equity without leaving the home.
- > Demand is low compared to predictions.
- > We assess reverse mortgage knowledge among U.S. homeowners and its relation to demand.
- > Awareness of reverse mortgages is high, but knowledge of contract terms is limited.
- > Low knowledge and misunderstanding of the product relate to low demand.

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