Finance of America's Brian Conneen Named a 2026 HousingWire Tech Trendsetter

Recognition highlights Conneen's leadership in advancing digital innovation and modernizing the reverse mortgage experience

PLANO, Texas—November 2, 2026—Finance of America Reverse LLC ("Finance of America" or the "Company") (NYSE: FOA) today announced that Chief Information Officer Brian Conneen has been named a 2026 Tech Trendsetter by HousingWire. The annual award recognizes technology leaders whose innovation, leadership, and execution are advancing the housing industry.

"Brian's leadership has been instrumental in advancing our technology strategy and modernizing the reverse mortgage experience," said Kristen Sieffert, president of Finance of America. "His ability to turn innovation into meaningful value for our customers, employees, and investors makes this recognition well deserved."

Now in its eighth year, HousingWire's Tech Trendsetters award honors 75 leaders across mortgage lending, servicing, real estate, capital markets, and housing technology who are developing and implementing solutions that improve efficiency, enhance customer experiences, and drive industry innovation.

Since joining Finance of America in March 2025, Conneen has helped advance the Company's digital transformation, with a focus on modern, scalable technology solutions that improve efficiency and accessibility for consumers and lending partners. Among these efforts is the continued development of Finance of America's proprietary technology platform, which integrates data, workflows, and systems across the business. Built on this foundation, Joy, an AI-powered solution rolled out in July, is designed to deliver a faster, more streamlined borrower experience.

"Technology has an important role to play in making home equity solutions simpler and more accessible to homeowners," said Conneen. "I'm honored by this recognition, which reflects the work our entire team is doing to create a more seamless experience that benefits all of our stakeholders, especially our borrowers."

Conneen brings more than 25 years of experience in financial services, information technology, and software development. Before joining Finance of America, he helped build and scale fintech lender Best Egg from its inception to serving more than two million customers. He also spent 11 years at Oracle, where he held engineering and technology leadership roles.

"The 2026 Tech Trendsetters are turning today's most promising technologies into practical solutions for the housing industry," said Sarah Wheeler, editor in chief at HousingWire.

“Their leadership is helping organizations work more efficiently, make smarter decisions, and deliver better experiences for housing professionals and consumers. We’re proud to recognize the people setting a new standard for technology and innovation across housing.”

The recognition underscores Finance of America’s continued investment in technology and digital innovation as the Company works to simplify access to home equity and deliver a more seamless experience for homeowners and lending partners.

About Finance of America

Finance of America Reverse LLC dba Finance of America (NMLS 2285) is a modern retirement solutions platform that provides customers with access to an innovative range of retirement offerings centered on the home and is the consumer brand and reverse mortgage operating subsidiary of its parent company, Finance of America Companies Inc. (NYSE: FOA). In addition to the reverse mortgage business, Finance of America Companies Inc. offers capital markets and portfolio management capabilities primarily to optimize the distribution of its originated loans to investors. Finance of America is headquartered in Plano, Texas. For more information, please visit www.financeofamericacompanies.com.

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