



FINANCE *of* AMERICA

NEWS RELEASE

Finance of America Partners with Better.com to Expand Home Equity Offerings Through AI-Powered Tinman Platform

2025-10-14

NEW YORK--(BUSINESS WIRE)-- Finance of America Reverse LLC (“Finance of America”), a leading provider of home equity-based retirement solutions, today announced a strategic partnership with Better Home & Finance Holding Company (NASDAQ: BETR) (“Better.com”) to launch Home Equity Lines of Credit (HELOCs) and Home Equity Loans (HELOANS) through Better’s proprietary Tinman AI Platform.

This collaboration marks the first time Finance of America will offer these home equity products, expanding its mission to empower homeowners 55 and older to unlock home equity for a modern retirement.

Empowering Homeowners Through AI Innovation

“Finance of America has always led the way in home equity innovation to help homeowners over 55 reach the full potential of their retirement,” said **Kristen Sieffert, President of Finance of America**. “Our partnership with Better allows us to expand beyond reverse mortgages, giving our customers even more ways to access their equity, now with the speed, scale, and intelligence of AI technology.”

By integrating Better’s Tinman AI Platform, Finance of America customers will gain **24/7 access to a fully digital, AI-powered application and approval process**, with many loans eligible for funding in just days.

The platform's native AI and machine learning capabilities will streamline everything from rate discovery to underwriting and closing, creating a seamless, efficient, and transparent HELOC and HELOAN borrowing experience.

Expanding Finance of America's Home Equity Suite

Through the partnership, Finance of America will:

- Instantly offer and originate HELOCs and HELOANS without new infrastructure, thanks to Tinman's plug-and-play AI technology.
- Deliver dynamic rate and fee optimization, giving customers competitive HELOC and HELOAN options in real time.
- Simplify and accelerate operations by using Tinman's machine learning for efficient second-lien origination.
- Deploy a customized voice-based AI loan assistant for the mortgage and home equity industry, enabling 24/7 borrower support and loan processing.

"Finance of America is the clear leader in home equity innovation for homeowners over 55, and Better is the leader in AI-driven, digital origination," said Vishal Garg, Founder & CEO of Better. "Together, we're playing to our complementary strengths—combining Finance of America's deep expertise with Better's Tinman AI technology to deliver a faster, smarter, and more accessible borrowing experience. We're proud to be Finance of America's partner in helping more Americans unlock the value of their homes."

A Broader Vision for Home Equity Access

In addition to expanding its offerings, Finance of America will also become Better's **origination partner for reverse mortgages**, including both **traditional HECM** and the company's **award-winning HomeSafe™** proprietary product suite.

While Better will leverage the traditional reverse mortgage technology platforms to offer these solutions day one, the ultimate aim of this partnership is to integrate first and second lien home equity solutions, including reverse, HELOC, and HELOAN, into a single digital ecosystem powered by AI.

"Our goal is to help homeowners access their home equity through simple, smart, and scalable technology," Sieffert

added. "With Better, we're shaping the future of home finance, one where innovation and impact go hand in hand."

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. ("FOA") (NYSE: FOA). In addition to the reverse mortgage business, FOA offers capital markets and portfolio management capabilities primarily to optimize the distribution of its originated loans to investors. FOA is headquartered in Plano, Texas.

To learn more about FOA, please visit our investor-oriented website at www.financeofamericacompanies.com and our consumer-oriented website at www.financeofamerica.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are not historical facts or statements of current conditions, but instead represent only management's beliefs regarding future events, many of which, by their nature, are inherently uncertain and outside of the FOA's control. These statements are subject to risks, uncertainties, assumptions, and other important factors. Factors that could cause the FOA's actual results to differ materially from those expressed or implied in such forward-looking statements can be found in the section entitled "Risk Factors" included in FOA's Annual Report on Form 10-K for the year ended December 31, 2024, filed with the SEC on March 14, 2025, as such factors may be amended and updated from time to time in the FOA's subsequent periodic filings with the SEC, which are accessible on the SEC's website at www.sec.gov. Readers are cautioned not to put undue reliance on such forward-looking statements because actual results may vary materially from those expressed or implied. FOA assumes no obligation to, and expressly disclaims any obligation to, update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

Media Contacts:

Finance of America

For Finance of America Media Relations: pr@financeofamerica.com

For Finance of America Investor Relations: ir@financeofamerica.com

Better

Media Contact: **comms@better.com**

Source: Finance of America Companies Inc.