



HECM World Contributor Guidelines

Overview

HECM World is evolving into a multi-voice platform representing the perspectives, insights, and expertise of the reverse mortgage and property finance industry.

As a contributor, you play a key role in **shaping industry conversation, sharing real-world insight**, and helping **elevate the collective voice of the market**, while **growing your brand and influence** in the process.

Content Formats

As a contributor, you may be invited to participate across one or more of the following formats, monthly, weekly or another agreed frequency:

Industry Leader Update (ILU)

- Weekly video (approx. 5–10 minutes)
- Commentary and analysis on key news and developments
- Focus: what's happening, why it matters, what to watch

Insight (“Friday Food For Thought”)

- Weekly video (approx. 5–10 minutes)
- A focused idea, perspective, or takeaway for the industry
- More reflective and opinion-led

Blog

- Written content (500–1000 words)
- Topics may include news, insights, analysis, commentary, case studies or opinion
- Should be timely, relevant, and practical

Podcast

- Audio or video (5–10 minutes)
- Short-form discussion on industry news, trends, or tactical insights



- Designed for fast turnaround and relevance

Content Guidelines

All content should align with the following principles:

Add value

Your content should provide insight, perspective, or practical value to an audience of US reverse mortgage and property finance professionals.

Lead with influence

This is not a promotional platform, but a thought leadership initiative. Content that is overly sales-driven, self-promotional, or advertorial in nature will be edited or not published.

Be opinionated and constructive

We encourage strong perspectives and original thinking. Be thoughtful and, where appropriate, challenging — but always respectful and professional.

Be yourself!

Be authentic! Avoid generic or AI-generated content. Your voice, experience, and perspective are what make the platform valuable.

Stay relevant

Content should connect to the reverse mortgage industry, US property finance, or the broader US property market.

Contributor Responsibilities

As a contributor, you are responsible for:

- Providing original content (video, audio, or written), including a short summary describing the core message of the content
- Including any editing or production notes where relevant
- Crediting sources and ensuring accuracy
- Ensuring content is not defamatory, misleading, or offensive
- Delivering content by the agreed deadline (typically 3–5 days prior to publication, or earlier where possible)



- Providing the team with any further updates that may be required after publishing (HECM World does not remove content unless in exceptional circumstances)

HECM World Responsibilities

We are responsible for:

- Editing and final production
- Maintaining editorial quality and consistency
- Adding your byline, company information, and a link to your website
- Publishing and distributing content across the HECM World platform

Working Together

HECM World is building a platform where the industry speaks.

Together, we aim to elevate the quality of conversation, increase visibility for leading voices, and grow the overall impact and influence of the reverse mortgage industry in America.

We're excited to have you involved.

If you have any questions or require any assistance, please contact the Publisher andrew@reversefocus.com