




JOEL A. SCHIFFMAN
Counsel

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Joel is resident in the firm's Irvine CA office and focuses on the representation of banks, savings associations, mortgage banking companies and their holding companies and affiliates. His practice embraces a variety of matters relating to mortgage banking, including the marketing, origination, servicing and secondary market disposition of mortgage loans, with an emphasis on reverse mortgages. Joel is Co-General Counsel of the National Reverse Mortgage Lenders Association (NRMLA), the national trade association supporting reverse mortgage lenders, originators, investors and vendors. Joel has served on the Ethics and Standards Committee of NRMLA and the Financial Institutions Committee of the California Bar Association. Having spent more than two decades in senior management and in-house legal positions with financial institutions, Joel combines his considerable experience with a practical approach to accomplishing his clients' business objectives.

Prior to joining Weiner Brodsky Kider PC, Joel served as Senior Vice President and General Counsel of Financial Freedom Senior Funding Corporation, the nation's largest reverse mortgage lender and servicer. Before assuming his responsibilities at Financial Freedom, Joel served as Associate General Counsel, First Vice President at two financial institutions, Indymac Bank, F.S.B., and Great Western Bank, F.S.B., where he managed overall legal support for the mortgage banking operations of both institutions.

PRACTICE AREAS

- Litigation
- Regulatory Compliance
 - Federal Regulatory Compliance
 - State Regulatory Compliance
- Transactional and Corporate

EDUCATION

- University of the Pacific, McGeorge School of Law, J.D., 1979
- University of California, Los Angeles, B.S., 1976

ADMISSIONS

- California
- U.S. District Court, Central District of California

REPRESENTATIVE MATTERS

- Developed comprehensive consumer safeguard strategy and plan to mitigate lender exposure to fraud and borrower non-suitability claims
- Revised and rationalized a national lender's standard broker and seller contracts to accommodate all wholesale channels and methods of delivery
- Negotiated and documented various strategic alliance and joint marketing agreements on behalf of lenders with major national retailers, airline carriers and financial service providers
- Managed nationwide survey of applicable state lending laws and limitations for national lenders and coordinated the updating and revision of all loan documentation
- Assisted national banks in the acquisition of retail, FHA and reverse mortgage lending institutions
- Negotiated and documented business process offshore outsourcing agreements on behalf of a major financial services institution
- Assisted national financial services institution with marketing agreement for naming rights on major sports venue

PUBLICATIONS

- Co-Author, *The Reverse Mortgage Practical Guide* (AllRegs 2007)

RECOGNITION

- National Reverse Mortgage Lenders Association Service Award, 2007

AFFILIATIONS

- National Reverse Mortgage Lenders Association
- The State Bar of California