MIKE BEEBE
GOVERNOR

A. HEATH ABSHURE
COMMISSIONER

HERITAGE WEST BUILDING, SUITE 300
201 EAST MARKHAM STREET
LITTLE ROCK, ARKANSAS 72201-1692
TELEPHONE: (501) 324-9260
FACSIMILE: (501) 324-9268

ARKANSAS SECURITIES DEPARTMENT

March 11, 2010

Stacey Rayburn
Compliance Officer
Generation Mortgage Company
Three Piedmont Center
3565 Piedmont Road, NE, Suite 300
Atlanta, GA 30305-1538

RE: Generation Mortgage Company
Legal Opinion Letter No. 10-43332-CS

Dear Ms. Rayburn:

The Staff of the Arkansas Securities Department ("Staff") is in receipt of your letter dated March 9, 2010, requesting that the Staff issue a legal opinion letter concerning the use of web addresses or URLs with different names by Generation Mortgage Company ("Generation Mortgage"). A copy of your request letter is attached for your reference.

Based on the specific facts contained in your request letter, at the present time, the Staff is of the opinion that Generation Mortgage will need to amend its licensing records maintain on the Nationwide Mortgage Licensing System and Registry ("NMLS&R") for the Arkansas Securities Department. Generation Mortgage's NMLS&R records will need to reflect all the aforementioned web addresses/URLs with new or different names and any other doing-business-as names used by Generation Mortgage with residents of the State of Arkansas. In addition, pursuant to Rule 5005-8(h) of the Rules of the Fair Mortgage Lending Act, Generation Mortgage will need to include all of the new or different web addresses/URLs as doing-business-as names used by Generation Mortgage on the surety bond maintained by Generation Mortgage as part of any license issued by the Arkansas Securities Commissioner.

Please note that the position of the Staff is based solely upon the representations made in your request letter and applies only to the facts as set out therein. Different facts or circumstances might and often would require a different response or opinion from the Staff.

Sincerely,

Scott S. Freydl
Staff Attorney

Attachment

GENERATION™
MORTGAGE
A New Generation in Reverse Mortgages

RECEIVED
10 MAR 10 AM 9:04
ARKANSAS SECURITIES DEPT.

Scott Freydl, Staff Attorney
Arkansas Securities Department
201 E. Markham Street
Little Rock, AR 72201-1692

March 9, 2010

Dear Mr. Freydl:

On behalf of Generation Mortgage Company (GMC), I am writing this letter to request an interpretive opinion from Arkansas. We are a mortgage lender that is licensed in Arkansas currently as a Mortgage Banker & Servicer. Our question is concerning registration issues and internet web addresses.

Generation Mortgage Company is in the process of purchasing the website address (URL) located at www.reversemortgageguides.org, which is separate from our main website at www.generationmortgage.com. If we purchase this website or any future websites using different "URLs", are each of the sites required to be registered with Arkansas as a d/b/a name? Additional factors are listed below:

1. GMC would not be changing how we conduct business, and would continue to originate and close loans as Generation Mortgage Company.

2. The URLs would only be for marketing purposes and the websites would clearly reflect the name of Generation Mortgage.

3. The company name and logo would appear boldly and prominently on every web page regardless of the URL used, and no other business/company names would appear on the web pages.

4. Generation Mortgage would continue to comply with the requirements of Ark. Code Ann. § 23-39-510(a)(5) and (b) on the web pages.

Additionally, if we are required to register as a d/b/a, please advise on the following:

1. What are the steps to complete this process?
2. Is this handled by your department or the Secretary of State?
3. Would our surety bond need to be changed to reflect the d/b/a name?

Thank you so much for your attention to this matter. Should you have any questions, please contact me at the number listed below.

Respectfully,

Stacey Rayburn
Compliance Officer
stacey.rayburn@generationmortgage.com
404-995-5501 (direct)

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A New Generation in Reverse Mortgages

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Compliance Officer
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404-995-5501 (direct)