

Industry Data and Trends

Data as of November 2008

Next release date: December 5, 2008



Refinance Transactions (% of Endorsements)

Year	% of Endmts.	% Chg.
2006	12%	+3.4%
2007	8%	-33.3%
2008	10%	+25.2%

Month	% of Endmts.	% Chg.
Jan 08	20%	+6.2%
Jan 09	18%	-10.0%

Reverse Market Insight is the trusted source for reverse mortgage research and analysis.

As a provider of market intelligence, analysis and customized business solutions to the reverse mortgage industry, we help our clients analyze and interpret key trends impacting their business.

Solutions include:

Retail Trilogy

- Sales Performance Analysis
- Competitive Analysis
- Market Opportunity

Wholesale Analytics

Business Consulting

- Servicing Rights Valuation
- Market Intelligence
- Business Intelligence (BI)

Product/Solution Inquiries:

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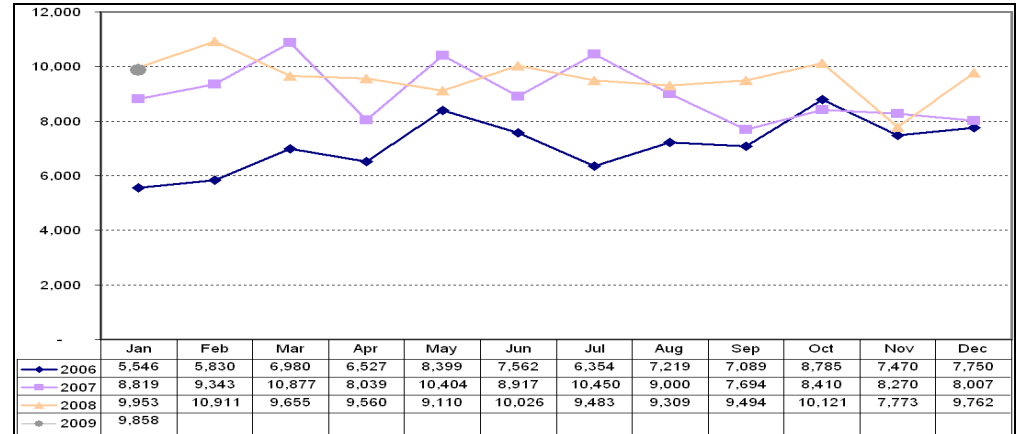
Media Inquiries:

We are happy to assist members of the media with commentary or special data requests.

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Sales Performance

Year Over Year Endorsement Trend



Endorsement Rank by Geographic Area

Rank	State	YTD Endorsen	% of Industry	Rank	City	State	YTD Endorsen	% of Industr
1)	FL	19,693	17.1%	1)	Miami	FL	3,433	3.0%
2)	CA	15,032	13.1%	2)	Chicago	IL	1,508	1.3%
3)	TX	7,068	6.1%	3)	Baltimore	MD	1,060	0.9%
4)	MD	4,747	4.1%	4)	Hialeah	FL	1,020	0.9%
5)	NY	4,576	4.0%	5)	Philadelphia	PA	971	0.8%
6)	AZ	4,157	3.6%	6)	Fort Lauderdale	FL	923	0.8%
7)	PA	3,943	3.4%	7)	Houston	TX	894	0.8%
8)	VA	3,795	3.3%	8)	Los Angeles	CA	883	0.8%
9)	NJ	3,766	3.3%	9)	Orlando	FL	757	0.7%
10)	IL	3,585	3.1%	10)	Phoenix	AZ	751	0.7%
		70,362	61.2%				12,200	10.6%

Rank	County	State	YTD Endorsen	% of Industry	Rank	Zip Code	State	YTD Endorsen	% of Industr
1)	Miami-Dade	FL	5,199	4.5%	1)	33012	FL	277	0.2%
2)	Los Angeles	CA	3,591	3.1%	2)	33147	FL	220	0.2%
3)	Cook	IL	2,356	2.0%	3)	33055	FL	215	0.2%
4)	Maricopa	AZ	2,334	2.0%	4)	21215	MD	207	0.2%
5)	Broward	FL	1,932	1.7%	5)	33311	FL	201	0.2%
6)	Riverside	CA	1,558	1.4%	6)	60620	IL	200	0.2%
7)	San Bernardino	CA	1,339	1.2%	7)	33165	FL	188	0.2%
8)	Palm Beach	FL	1,322	1.1%	8)	60628	IL	164	0.1%
9)	Harris	TX	1,130	1.0%	9)	85351	AZ	162	0.1%
10)	San Diego	CA	1,117	1.0%	10)	21207	MD	158	0.1%
			21,878	19.0%				1,992	1.7%

This Spot Could Be Yours.

Reach reverse mortgage industry professionals through distribution and sponsorship of our *Industry Data and Trend Report*.

This report provides a brief, high-level overview of the market and competition used by professionals ranging from management to senior executives.

Available for download every month, Reverse Market Insight provides information on over a thousands lenders in over 50 markets nationally.

For more information about sponsoring this report, call us at (949) 281-6470, or e-mail at sponsor@rminsight.net

Reverse Market Insight is proud solutions provider for 8 of the Top 10 Reverse Mortgage Lenders

Lender Growth Rate

(unique active lender in period)

Year	Active Lenders	% Chg.
2006	800	+15.6%
2007	1,124	+30.1%
2008	1,875	+63.4%
Month	Active Lenders	% Chg.
Jan 08	586	-3.7%
Jan 09	601	+4.7%

Endorsement Growth Rate

(% of Endorsements)

Year	Units	% Chg.
2006	85,511	+14.7%
2007	108,230	+24.7%
2008	115,157	+4.7%

The competitive landscape is changing.

- What is your company doing to keep up with this dynamic environment?

- Do you know how your competitors are performing?

Our [Retail Trilogy Solution](#) will help you answer these tough questions and give you a competitive advantage. Contact us at (949) 281-6470 for a [free](#) sample today!

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Competitive Landscape

Endorsement and Lender Trends



Rank	Change Lender	Lender	YTD Units
1	-	WELLS FARGO BANK NA	1,809
2	1	BANK OF AMERICA NA CHARLOTTE	626
3	-1	FINANCIAL FREEDOM SENIOR FUNDI	593
4	-	WORLD ALLIANCE FINANCIAL CORP.	203
5	3	GENERATION MORTGAGE COMPANY	169
6	1	METLIFE BANK	166
7	71	ONE REVERSE MORTGAGE LLC	163
8	60	MONEY HOUSE INC	145
9	-	URBAN FINANCIAL GROUP	100
10	5	M AND T BANK	72

Active Lender Rank by Geographic Area

Rank	City	State	Active Lender Avg. Ut/Mo.	Rank	Zip Code	State	Active Lender Avg. Ut/Mo.
1)	Miami	FL	567 2.9	1)	33012	FL	567 2.9
2)	Chicago	IL	549 2.3	2)	33147	FL	549 2.3
3)	Baltimore	MD	531 1.1	3)	33055	FL	531 1.1
4)	Hialeah	FL	513 0.8	4)	21215	MD	513 0.8
5)	Philadelphia	PA	495 0.8	5)	33311	FL	495 0.8
6)	Fort Lauderdale	FL	477 0.7	6)	60620	IL	477 0.7
7)	Houston	TX	459 0.7	7)	33165	FL	459 0.7
8)	Los Angeles	CA	441 0.7	8)	60628	IL	441 0.7
9)	Orlando	FL	423 0.7	9)	85351	AZ	423 0.7
10)	Phoenix	AZ	405 0.7	10)	21207	MD	405 0.7
			495 0.8				495 0.8

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1)	FL	4.0%	1)	Miami	FL	4.0%
2)	CA	3.8%	2)	Chicago	IL	3.8%
3)	TX	3.5%	3)	Baltimore	MD	3.5%
4)	MD	3.3%	4)	Hialeah	FL	3.3%
5)	NY	3.0%	5)	Philadelphia	PA	3.0%
6)	AZ	2.8%	6)	Fort Lauderdale	FL	2.8%
7)	PA	2.5%	7)	Houston	TX	2.5%
8)	VA	2.3%	8)	Los Angeles	CA	2.3%
9)	NJ	2.0%	9)	Orlando	FL	2.0%
10)	IL	1.8%	10)	Phoenix	AZ	1.8%
		3.2%				3.2%

Volume Rank by Average Volume Growth and Geographic Area

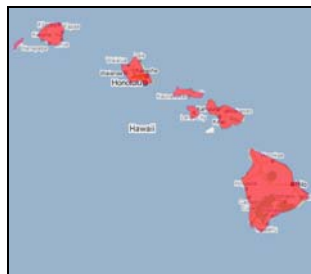
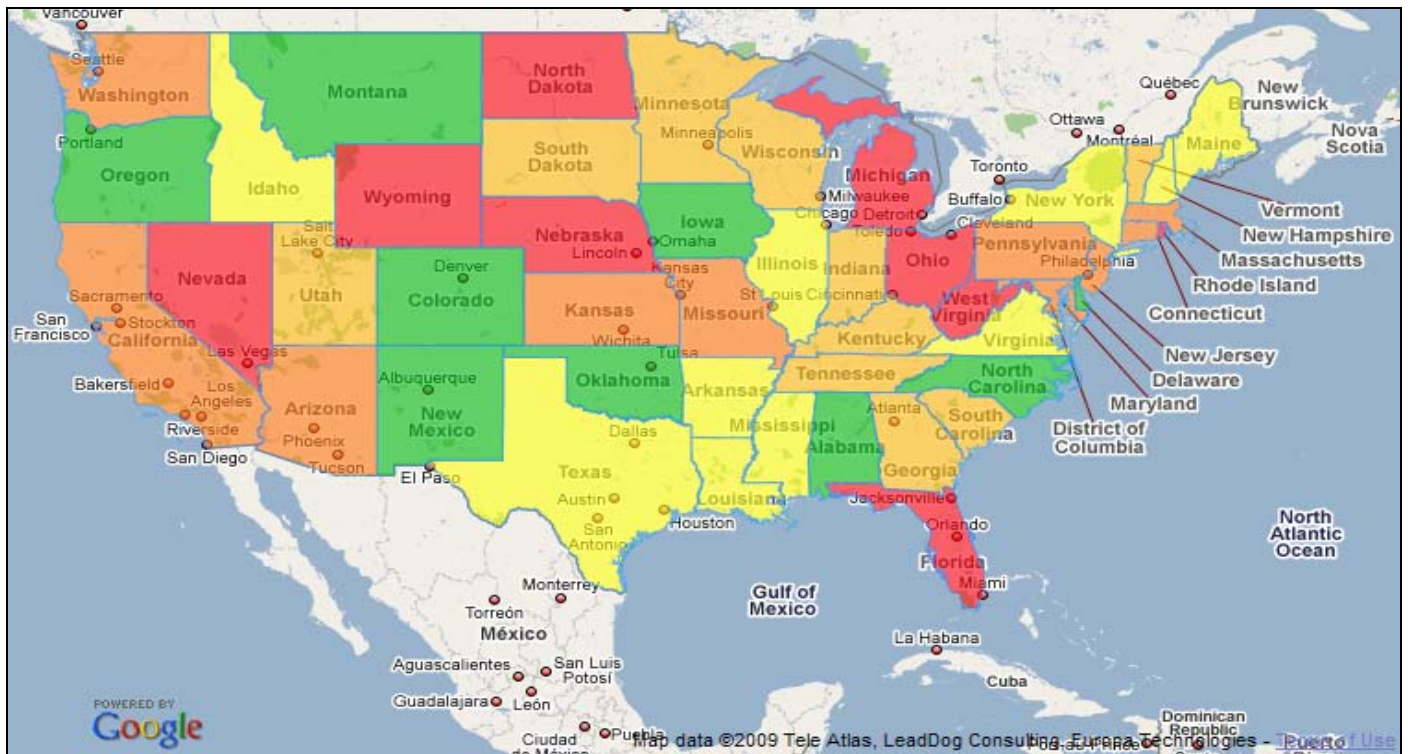
Rank	Zip	State	YTD Current Avg.	Avg. YoY Growth	Rank	City	State	YTD Current Avg.	Avg. YoY Gr
1)	60621	IL	195,408	22,042	1)	WEST JORDAN	UT	266,991	42,409
2)	60636	IL	169,282	19,536	2)	GRAND JUNCTION	CO	218,216	32,718
3)	33142	FL	233,432	18,293	3)	SALT LAKE CITY	UT	246,301	19,683
4)	23513	VA	174,082	16,741	4)	SANDY	UT	268,985	19,016
5)	23452	VA	250,766	15,239	5)	ASHEVILLE	NC	194,463	18,963
6)	60624	IL	241,782	13,819	6)	SAINT PAUL	MN	217,836	17,218
7)	33147	FL	236,899	12,639	7)	FORT WORTH	TX	107,073	14,738
8)	21213	MD	118,656	11,257	8)	PITTSBURGH	PA	126,147	13,191
9)	23222	VA	141,760	11,143	9)	NORFOLK	VA	198,596	12,042
10)	23324	VA	181,465	10,509	10)	AUSTIN	TX	172,519	11,918
			202,736	12,158				195,069	28,779

Volume Rank by Total Volume Growth and Geographic Area

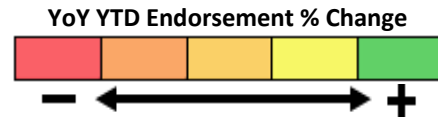
Rank	City	State	YTD Current Volume	YoY Growth	Rank	Zip	State	YTD Current Volume	YoY Growth
1)	MIAMI	FL	840,812,100	360,441,347	1)	33012	FL	72,928,110	52,218,490
2)	HIALEAH	FL	251,980,440	168,900,460	2)	33165	FL	60,883,360	35,815,230
3)	CHICAGO	IL	308,403,200	69,721,400	3)	33013	FL	48,696,000	33,943,500
4)	BALTIMORE	MD	273,902,770	49,033,931	4)	33018	FL	39,881,690	27,459,160
7)	TAMPA	FL	102,182,500	24,341,230	7)	33010	FL	36,556,700	26,014,090
8)	SAN ANTONIO	TX	64,084,480	22,187,670	8)	33125	FL	33,685,150	25,686,250
6)	NORFOLK	FL	64,742,400	20,529,000	6)	33126	FL	35,326,390	25,450,910
9)	BROOKLYN	NY	114,462,400	19,648,215	9)	33055	FL	57,370,370	20,769,580
5)	HOMESTEAD	FL	36,416,350	17,827,180	5)	33175	FL	43,388,000	18,949,820
10)	SALT LAKE CITY	UT	77,338,650	17,511,320	10)	33144	FL	31,185,020	17,620,980
			2,134,325,290	770,141,753				459,900,790	283,928,010

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YTD 08 vs. YTD 09 Endorsement Heatmap



Legend



Definitions

Active Lenders:

Count - Number of lenders with at least one endorsement in the given time period
 Percent Change - The percentage change in the count of active lenders period over period

Average Loans per Lender: A metric calculated by taking the number of endorsements in a given month divided by the number of active lenders in the same month. An overall average per lender is then calculated for all months in the same period.

Market Share: A measure of all-inclusive success in a market relative to other lenders. Percent of total endorsements originated by a given lender.

Penetration: Percent of Target Market with an active Reverse Mortgage in service as of report date.

Rank by Lender: Lender rank by total endorsements in the time period.

Rank by Total Volume: Rank of geographic area by total endorsements in the time period.

Target Market: Number of Senior (62+) Homeowner Households.

Total Endorsements: Sum of endorsements in the time period.

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