

Reverse Mortgage Wholesale Leaders Industry Summary

Data as of November 2008

Next release date: December 5, 2008

Endorsement Growth

+2.3%

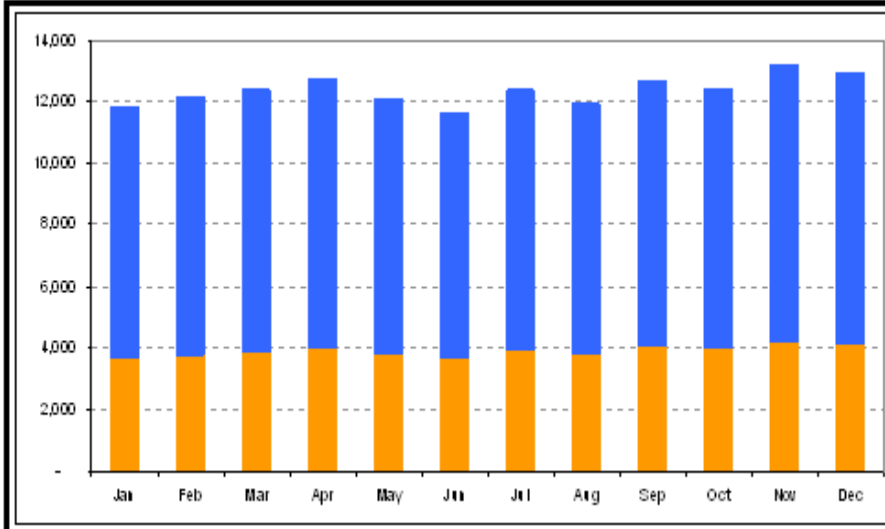
Retail Endorsement Growth

-8.7%

Wholesale Endorsement Growth

-8.7%

PERFORMANCE



	Retail		Wholesale		Total	
	Units	MOM Δ	Units	MOM Δ	Units	MOM Δ
Jan	8,179	1.7%	3,654	1.7%	11,833	1.7%
Feb	8,345	2.0%	3,767	3.1%	12,113	2.0%
Mar	8,516	2.0%	3,884	3.1%	12,400	2.0%
Apr	8,690	2.0%	4,004	3.1%	12,694	2.0%
May	8,276	-4.8%	3,813	-4.8%	12,089	-4.8%
Jun	7,948	-4.0%	3,700	-3.0%	11,648	-4.0%
Jul	8,445	6.2%	3,931	6.3%	12,376	6.2%
Aug	8,110	-4.0%	3,815	-3.0%	11,925	-4.0%
Sep	8,617	6.2%	4,053	6.3%	12,670	6.2%
Oct	8,448	-2.0%	3,973	-2.0%	12,421	-2.0%
Nov	8,976	6.3%	4,222	6.2%	13,198	6.3%
Dec	8,800	-2.0%	4,139	-2.0%	12,939	-2.0%
Total	111,348	-	46,956	-	148,305	-

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REVERSE MARKET INSIGHT

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COMPETITION

Top 10 Lenders by Retail and Wholesale Performance																
Rank	Lender	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Unit Trend	Market Share
1	FINANCIAL FREEDOM SENIOR FUNDI	1,727	2,050	1,727	1,511	1,727	1,813	1,684	1,770	2,072	1,943	1,727	1,835	21,584	▲	14.1%
2	WELLS FARGO BANK NA	1,388	1,648	1,388	1,214	1,388	1,457	1,353	1,422	1,665	1,561	1,388	1,474	17,347	▲	11.3%
3	JAMES B NUTTER AND COMPANY	1,008	1,197	1,008	882	1,008	1,058	983	1,033	1,210	1,134	1,008	1,071	12,600	▲	8.2%
4	BANK OF AMERICA NA CHARLOTTE	850	1,009	850	744	850	892	829	871	1,020	956	850	903	10,623	▲	6.9%
5	COUNTRYWIDE BANK FSB	554	658	554	484	554	581	540	568	664	623	554	588	6,921	▲	4.5%
6	WORLD ALLIANCE FINANCIAL CORP.	528	628	528	462	528	555	515	542	634	594	528	561	6,605	▲	4.3%
7	METLIFE BANK	320	380	320	280	320	336	312	328	384	360	320	340	4,001	▲	2.6%
8	LIBERTY REVERSE MORTGAGE INC	175	208	175	153	175	184	171	179	210	197	175	186	2,188	▲	1.4%
9	URBAN FINANCIAL GROUP	149	177	149	130	149	156	145	152	178	167	149	158	1,859	▲	1.2%
10	GENERATION MORTGAGE COMPANY	135	160	135	118	135	142	132	139	162	152	135	144	1,689	▲	1.1%
Total		6,833	8,115	6,833	5,979	6,833	7,175	6,663	7,004	8,200	7,688	6,833	7,260	85,417	▲	55.7%

Top 10 Wholesale and Retail Lenders															
Lender	Rankings			Current Volume			Growth			Mix		Market Share			
	Ret	Whse	Total	Retail	Whse	Total	Retail	Whse	Total	Retail	Whse	Retail	Whse	Total	
FINANCIAL FREEDOM SENIOR FUNDI	2	1	1	5,372	17,338	22,710	-47.9%	-42.9%	-44.2%	23.7%	76.3%	5.1%	29.7%	13.9%	
WELLS FARGO BANK NA	1	11	2	17,385	511	17,896	-14.5%	1061.4%	-12.2%	97.1%	2.9%	16.5%	0.9%	10.9%	
JAMES B NUTTER AND COMPANY	26	2	3	455	15,090	15,545	-1.5%	178.7%	164.6%	2.9%	97.1%	0.4%	25.9%	9.5%	
BANK OF AMERICA NA CHARLOTTE	3	3	4	4,231	8,375	12,606	1016.4%	319.2%	430.3%	33.6%	66.4%	4.0%	14.4%	7.7%	
WORLD ALLIANCE FINANCIAL CORP.	5	4	5	3,286	4,732	8,018	56.0%	261.8%	134.9%	41.0%	59.0%	3.1%	8.1%	4.9%	
COUNTRYWIDE BANK FSB	4	6	6	3,660	2,884	6,544	306.7%	161.9%	227.0%	55.9%	44.1%	3.5%	4.9%	4.0%	
METLIFE BANK	9	5	7	1,161	3,675	4,836	-7.2%	262.4%	113.5%	24.0%	76.0%	1.1%	6.3%	3.0%	
GEMWORTH FINANCIAL HM EQUITY A	7	9	8	1,257	1,131	2,388	-48.6%	1428.4%	-5.2%	52.6%	47.4%	1.2%	1.9%	1.5%	
URBAN FINANCIAL GROUP	6	10	9	1,308	906	2,214	26.3%	4668.4%	109.9%	59.1%	40.9%	1.2%	1.6%	1.4%	
GENERATION MORTGAGE COMPANY	10	8	10	991	1,198	2,189	-28.6%	250.3%	26.5%	45.3%	54.7%	0.9%	2.1%	1.3%	
SUN WEST MORTGAGE CO INC	121	7	11	124	1,442	1,566	26.5%	-14.9%	-12.7%	7.9%	92.1%	0.1%	2.5%	1.0%	
Total					39,230	57,282	96,512	-14.5%	1061.4%	-12.2%	97.1%	2.9%	16.5%	0.9%	10.9%

Top 5 Retail Lenders by Growth															
Lender	Overall Rankings			Current Volume			Growth			Mix		Market Share			
	Ret	Whse	Total	Retail	Whse	Total	Retail	Whse	Total	Retail	Whse	Retail	Whse	Total	
FINANCIAL FREEDOM SENIOR FUNDI	2	1	1	5,372	17,338	22,710	-47.9%	-42.9%	-44.2%	23.7%	76.3%	5.1%	29.7%	13.9%	
WELLS FARGO BANK NA	1	11	2	17,385	511	17,896	-14.5%	1061.4%	-12.2%	97.1%	2.9%	16.5%	0.9%	10.9%	
JAMES B NUTTER AND COMPANY	26	2	3	455	15,090	15,545	-1.5%	178.7%	164.6%	2.9%	97.1%	0.4%	25.9%	9.5%	
BANK OF AMERICA NA CHARLOTTE	3	3	4	4,231	8,375	12,606	1016.4%	319.2%	430.3%	33.6%	66.4%	4.0%	14.4%	7.7%	
WORLD ALLIANCE FINANCIAL CORP.	5	4	5	3,286	4,732	8,018	56.0%	261.8%	134.9%	41.0%	59.0%	3.1%	8.1%	4.9%	
Total					30,729	46,046	76,775	-14.5%	1061.4%	-12.2%	97.1%	2.9%	16.5%	0.9%	10.9%

Top 5 Wholesale Lenders by Growth															
Lender	Overall Rankings			Current Volume			Growth			Mix		Market Share			
	Ret	Whse	Total	Retail	Whse	Total	Retail	Whse	Total	Retail	Whse	Retail	Whse	Total	
FINANCIAL FREEDOM SENIOR FUNDI	2	1	1	5,372	17,338	22,710	-47.9%	-42.9%	-44.2%	23.7%	76.3%	5.1%	29.7%	13.9%	
WELLS FARGO BANK NA	1	11	2	17,385	511	17,896	-14.5%	1061.4%	-12.2%	97.1%	2.9%	16.5%	0.9%	10.9%	
JAMES B NUTTER AND COMPANY	26	2	3	455	15,090	15,545	-1.5%	178.7%	164.6%	2.9%	97.1%	0.4%	25.9%	9.5%	
BANK OF AMERICA NA CHARLOTTE	3	3	4	4,231	8,375	12,606	1016.4%	319.2%	430.3%	33.6%	66.4%	4.0%	14.4%	7.7%	
WORLD ALLIANCE FINANCIAL CORP.	5	4	5	3,286	4,732	8,018	56.0%	261.8%	134.9%	41.0%	59.0%	3.1%	8.1%	4.9%	
Total					30,729	46,046	76,775	-14.5%	1061.4%	-12.2%	97.1%	2.9%	16.5%	0.9%	10.9%

Interested in learning more about the top 10 lenders? How does your market share compare to industry leaders? RMI's [Wholesale Activity Report](#) lets you quickly identify customer segmentation and determine if you need to increase your customer base, improve customer quality and/or penetrate deeper into your customer's business. Call us for a free sample at (949) 281-6470.

Top 10 Wholesale Lenders	# of Active Brokers	Avg. % Capture
FINANCIAL FREEDOM SENIOR FUNDI	58	61%
WELLS FARGO BANK NA	55	58%
JAMES B NUTTER AND COMPANY	51	59%
BANK OF AMERICA NA CHARLOTTE	48	51%
COUNTRYWIDE BANK FSB	44	52%
WORLD ALLIANCE FINANCIAL CORP.	41	53%
METLIFE BANK	37	54%
LIBERTY REVERSE MORTGAGE INC	34	46%
URBAN FINANCIAL GROUP	30	47%
GENERATION MORTGAGE COMPANY	27	39%

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Top 100 Wholesale and Retail Lenders

Rank		Endorsements			Market Share			Rank		Endorsements			Market Share						
Overall	Rtl	Whlse	Lender	Rtl	Whlse	Total	Rtl	Whlse	Total	Overall	Rtl	Whlse	Lender	Rtl	Whlse	Total			
1	2	1	FINANCIAL FREEDOM SENIOR FUNDI	3,690	11,823	15,513	5.7%	31.8%	14.3%	1	2	1	FINANCIAL FREEDOM SENIOR FUNDI	3,690	11,823	15,513	5.7%	31.8%	14.3%
2	1	11	WELLS FARGO BANK NA	10,833	165	10,998	16.9%	0.4%	11.5%	2	1	11	WELLS FARGO BANK NA	10,833	165	10,998	16.9%	0.4%	11.5%
3	25	2	JAMES B NUTTER AND COMPANY	325	9,090	9,415	0.5%	24.4%	8.3%	3	25	2	JAMES B NUTTER AND COMPANY	325	9,090	9,415	0.5%	24.4%	8.3%
4	5	3	BANK OF AMERICA NA CHARLOTTE	1,539	5,895	7,434	2.7%	15.8%	7.0%	4	5	3	BANK OF AMERICA NA CHARLOTTE	1,539	5,895	7,434	2.7%	15.8%	7.0%
5	3	5	COUNTRYWIDE BANK FSB	2,511	2,418	4,929	3.6%	6.5%	4.6%	5	3	5	COUNTRYWIDE BANK FSB	2,511	2,418	4,929	3.6%	6.5%	4.6%
6	4	4	WORLD ALLIANCE FINANCIAL CORP.	2,030	2,611	4,641	3.1%	7.0%	4.4%	6	4	4	WORLD ALLIANCE FINANCIAL CORP.	2,030	2,611	4,641	3.1%	7.0%	4.4%
7	9	6	METLIFE BANK	793	2,114	2,907	1.2%	5.7%	2.6%	7	9	6	METLIFE BANK	793	2,114	2,907	1.2%	5.7%	2.6%
8	6	8	LIBERTY REVERSE MORTGAGE INC	932	597	1,529	1.4%	1.6%	1.4%	8	6	8	LIBERTY REVERSE MORTGAGE INC	932	597	1,529	1.4%	1.6%	1.4%
9	8	10	URBAN FINANCIAL GROUP	833	472	1,305	1.2%	1.3%	1.2%	9	8	10	URBAN FINANCIAL GROUP	833	472	1,305	1.2%	1.3%	1.2%
10	12	9	GENERATION MORTGAGE COMPANY	670	474	1,144	1.0%	1.3%	1.1%	10	12	9	GENERATION MORTGAGE COMPANY	670	474	1,144	1.0%	1.3%	1.1%
11	119	7	SUN WEST MORTGAGE CO INC	86	914	1,000	0.1%	2.5%	0.9%	11	119	7	SUN WEST MORTGAGE CO INC	86	914	1,000	0.1%	2.5%	0.9%
12	7	43	OMNI HOME FINANCING INC	929	-	929	1.3%	0.0%	0.9%	12	7	43	OMNI HOME FINANCING INC	929	-	929	1.3%	0.0%	0.9%
13	10	31	FIRST MARINER BANK	812	3	815	1.1%	0.0%	0.8%	13	10	31	FIRST MARINER BANK	812	3	815	1.1%	0.0%	0.8%
14	11	43	ACADEMY MORTGAGE LLC	730	-	730	1.1%	0.0%	0.7%	14	11	43	ACADEMY MORTGAGE LLC	730	-	730	1.1%	0.0%	0.7%
15	17	13	PACIFIC REVERSE MORTGAGE INC	463	99	562	0.6%	0.3%	0.5%	15	17	13	PACIFIC REVERSE MORTGAGE INC	463	99	562	0.6%	0.3%	0.5%
16	13	43	M AND T BANK	522	-	522	0.8%	0.0%	0.5%	16	13	43	M AND T BANK	522	-	522	0.8%	0.0%	0.5%
17	15	43	AMERICAN REVERSE MORTGAGE CORP	502	-	502	0.8%	0.0%	0.5%	17	15	43	AMERICAN REVERSE MORTGAGE CORP	502	-	502	0.8%	0.0%	0.5%
18	14	43	1ST AAA REVERSE MORTGAGE INC	494	-	494	0.8%	0.0%	0.5%	18	14	43	1ST AAA REVERSE MORTGAGE INC	494	-	494	0.8%	0.0%	0.5%
19	16	43	STAY IN HOME MORTGAGE INC	468	-	468	0.7%	0.0%	0.5%	19	16	43	STAY IN HOME MORTGAGE INC	468	-	468	0.7%	0.0%	0.5%
20	18	43	EQUIPOINT FINANCIAL NETWORK IN	437	-	437	0.6%	0.0%	0.4%	20	18	43	EQUIPOINT FINANCIAL NETWORK IN	437	-	437	0.6%	0.0%	0.4%
21	20	43	SENIOR AMERICAN FUNDING INC	412	-	412	0.6%	0.0%	0.4%	21	20	43	SENIOR AMERICAN FUNDING INC	412	-	412	0.6%	0.0%	0.4%
22	24	12	ONE REVERSE MORTGAGE LLC	297	109	406	0.5%	0.3%	0.4%	22	24	12	ONE REVERSE MORTGAGE LLC	297	109	406	0.5%	0.3%	0.4%
23	19	43	UPSTATE CAPITAL INC	390	-	390	0.6%	0.0%	0.4%	23	19	43	UPSTATE CAPITAL INC	390	-	390	0.6%	0.0%	0.4%
24	21	31	CITIZENS MORTGAGE CORPORATION	364	3	367	0.5%	0.0%	0.4%	24	21	31	CITIZENS MORTGAGE CORPORATION	364	3	367	0.5%	0.0%	0.4%
25	22	43	ALLIED HOME MORTGAGE CAPITAL C	363	-	363	0.5%	0.0%	0.3%	25	22	43	ALLIED HOME MORTGAGE CAPITAL C	363	-	363	0.5%	0.0%	0.3%
26	28	17	SECURITY ONE LENDING	283	54	337	0.4%	0.1%	0.3%	26	28	17	SECURITY ONE LENDING	283	54	337	0.4%	0.1%	0.3%
27	23	43	1ST SOURCE FUNDING INC	330	-	330	0.5%	0.0%	0.3%	27	23	43	1ST SOURCE FUNDING INC	330	-	330	0.5%	0.0%	0.3%
28	30	43	LIVEWELL FINANCIAL INC	283	-	283	0.4%	0.0%	0.3%	28	30	43	LIVEWELL FINANCIAL INC	283	-	283	0.4%	0.0%	0.3%
29	29	43	GRIFFIN FINANCIAL MORTGAGE LLC	282	-	282	0.4%	0.0%	0.3%	29	29	43	GRIFFIN FINANCIAL MORTGAGE LLC	282	-	282	0.4%	0.0%	0.3%
30	26	43	HARVARD HOME MORTGAGE INC	272	-	272	0.4%	0.0%	0.3%	30	26	43	HARVARD HOME MORTGAGE INC	272	-	272	0.4%	0.0%	0.3%
31	31	34	M AND I MARSHALL AND ILSLEY BA	265	2	267	0.4%	0.0%	0.3%	31	31	34	M AND I MARSHALL AND ILSLEY BA	265	2	267	0.4%	0.0%	0.3%
32	27	43	AMERICAN ADVISORS GROUP	262	-	262	0.4%	0.0%	0.3%	32	27	43	AMERICAN ADVISORS GROUP	262	-	262	0.4%	0.0%	0.3%
33	34	43	AMVEST CAPITAL MORTGAGE INC	258	-	258	0.4%	0.0%	0.2%	33	34	43	AMVEST CAPITAL MORTGAGE INC	258	-	258	0.4%	0.0%	0.2%
34	32	43	GUARDIAN FIRST FUNDING GROUP L	254	-	254	0.4%	0.0%	0.3%	34	32	43	GUARDIAN FIRST FUNDING GROUP L	254	-	254	0.4%	0.0%	0.3%
35	33	43	SENIORS EQUITY INCOME INC	252	-	252	0.4%	0.0%	0.2%	35	33	43	SENIORS EQUITY INCOME INC	252	-	252	0.4%	0.0%	0.2%
36	35	43	POPULAR MORTGAGE INC	248	-	248	0.3%	0.0%	0.2%	36	35	43	POPULAR MORTGAGE INC	248	-	248	0.3%	0.0%	0.2%
37	38	43	GREENLIGHT FINANCIAL SERVICES	233	-	233	0.3%	0.0%	0.2%	37	38	43	GREENLIGHT FINANCIAL SERVICES	233	-	233	0.3%	0.0%	0.2%
38	42	29	FIRST REVERSE FINANCIAL SERVIC	220	4	224	0.3%	0.0%	0.2%	38	42	29	FIRST REVERSE FINANCIAL SERVIC	220	4	224	0.3%	0.0%	0.2%
39	46	43	JUDITH O SMITH MORTGAGE GROUP	217	-	217	0.3%	0.0%	0.2%	39	46	43	JUDITH O SMITH MORTGAGE GROUP	217	-	217	0.3%	0.0%	0.2%
39	40	43	VAN DYK MORTGAGE CORPORATION	217	-	217	0.3%	0.0%	0.2%	39	40	43	VAN DYK MORTGAGE CORPORATION	217	-	217	0.3%	0.0%	0.2%
41	43	43	CIRCLE MORTGAGE CORPORATION	216	-	216	0.3%	0.0%	0.2%	41	43	43	CIRCLE MORTGAGE CORPORATION	216	-	216	0.3%	0.0%	0.2%
42	36	43	REVERSE MORTGAGES OF CA IN	215	-	215	0.3%	0.0%	0.2%	42	36	43	REVERSE MORTGAGES OF CA IN	215	-	215	0.3%	0.0%	0.2%
43	40	43	FUTURESAFE FINANCIAL CORPORATI	210	-	210	0.3%	0.0%	0.2%	43	40	43	FUTURESAFE FINANCIAL CORPORATI	210	-	210	0.3%	0.0%	0.2%
44	37	43	NEW HORIZONS REVERSE MORTGAGE	207	-	207	0.3%	0.0%	0.2%	44	37	43	NEW HORIZONS REVERSE MORTGAGE	207	-	207	0.3%	0.0%	0.2%
44	44	29	VALUE FINANCIAL MORTGAGE SERVI	203	4	207	0.3%	0.0%	0.2%	44	44	29	VALUE FINANCIAL MORTGAGE SERVI	203	4	207	0.3%	0.0%	0.2%
46	47	43	FRONTIER FINANCIAL INC	204	-	204	0.3%	0.0%	0.2%	46	47	43	FRONTIER FINANCIAL INC	204	-	204	0.3%	0.0%	0.2%
47	45	43	NFM INC	197	-	197	0.3%	0.0%	0.2%	47	45	43	NFM INC	197	-	197	0.3%	0.0%	0.2%
48	48	43	LOANWELL FINANCIAL CORPORATION	194	-	194	0.3%	0.0%	0.2%	48	48	43	LOANWELL FINANCIAL CORPORATION	194	-	194	0.3%	0.0%	0.2%
49	49	43	OASIS LENDING INC	193	-	193	0.3%	0.0%	0.2%	49	49	43	OASIS LENDING INC	193	-	193	0.3%	0.0%	0.2%
50	52	43	ACCESS REVERSE MORTGAGE CORPOR	187	-	187	0.3%	0.0%	0.2%	50	52	43	ACCESS REVERSE MORTGAGE CORPOR	187	-	187	0.3%	0.0%	0.2%

About Reverse Market Insight, Inc.

Reverse Market Insight (RMI) is the premier provider of market intelligence and strategic advisory solutions in the reverse mortgage marketplace.

RMI is proud to serve **7 of the top 10 reverse mortgage lenders as clients** and is the exclusive strategic partner of the National Reverse Mortgage Lenders Association (NRMLA) for market intelligence.

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