HECM Trends

HECMs Endorsed thru May 2012 | **Next Release Date: Week 3 of August**

REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2009	111,864	-2.9 %
2010	72,683	-35.0 %
2011	68,566	-5.7 %

YTD	Units	% Chg.
May 11	31,946	4.7 %
May 12	23,972	-25.0 %

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)

Sales Performance

Year Over Year Endorsement Trend

Endorsement Rank by Geographic Area (YTD) Units and Growth %

Rank	State	Units	Growth		Rank	City	St	Units	Growth
1	California	3,175	-29.0 %		1	PHILADELPHIA	PA	313	-24.8 %
2	Texas	2,059	-25.2 %		2	HOUSTON	TX	200	-28.3 %
3	New York	1,821	-4.2 %		3	BROOKLYN	NY	191	-19.7 %
4	Florida	1,510	-31.6 %		4	WASHINGTON	DC	190	-23.1 %
5	Pennsylvania	1,119	-21.3 %		5	LOS ANGELES	CA	174	-24.3 %
6	New Jersey	1,027	-25.4 %		6	CHICAGO	IL	171	-28.2 %
7	Virginia	870	-32.5 %		6	BALTIMORE	MD	171	-42.6 %
8	North Carolina	700	-17.4 %		8	MIAMI	FL	163	-24.5 %
9	Maryland	648	-39.6 %		9	SAN ANTONIO	TX	121	-41.8 %
10	Illinois	633	-25.3 %		10	SAN DIEGO	CA	114	-36.0 %
		13,562	**-25.4 %**					**1,808**	**-29.0 %**

Rank	County	St	Units	Growth		Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	908	-26.8 %		1	84790	UT	68	112.5 %
2	ORANGE	CA	345	-31.7 %		2	32162	FL	50	-3.8 %
3	SAN DIEGO	CA	337	-29.5 %		3	20011	DC	44	-42.1 %
4	COOK	IL	314	-29.8 %		4	20002	DC	30	3.4 %
5	PHILADELPHIA	PA	313	-24.8 %		4	19143	PA	30	-28.6 %
6	SUFFOLK	NY	308	1.0 %		6	00926	PR	25	-32.4 %
7	MIAMI-DADE	FL	288	-17.0 %		6	11203	NY	25	-10.7 %
8	HARRIS	TX	281	-25.5 %		8	00725	PR	24	-33.3 %
9	NASSAU	NY	268	-1.8 %		9	00949	PR	23	-4.2 %
10	QUEENS	NY	251	0.8 %		10	00957	PR	22	-15.4 %
			3,613	**-22.1 %**					**341**	**-10.7 %**

Paid Advertisement

Product/Solution Inquiries:
Looking for a tailored business solution? Call us for a free sample report on your business.
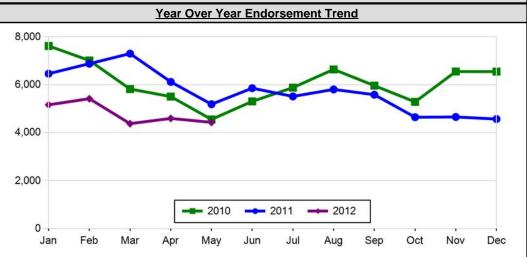
Media Inquiries:
We are happy to assist members of the media with commentary or special data requests

John K. Lunde, President
john@rminsight.net

Ph.: (949) 429-0452

Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend

Rank	Chg	Originator	Units
1	2	METLIFE BANK	3,985
2	2	ONE REVERSE MORTGAGE LL	2,057
3	4	AMERICAN ADVISORS GROUP	1,147
4	4	GENWORTH FINANCIAL HM E	934
5	10	THE FIRST NATIONAL BANK	724
6	6	SECURITY ONE LENDING	705
7	-2	URBAN FINANCIAL GROUP	686
8	-2	GENERATION MORTGAGE COM	536
9	1	REVERSE MORTGAGE USA IN	487
10	1	NEW DAY FINANCIAL LLC	305
		Total:	11,566

Active Originator Rank by Geographic Area

Rank	City	St	Act Origs	Avg. Unit/Mo	Rank	Zip	St	Act Origs	Avg. Unit/Mo
1	LOS ANGELES	CA	72	1.5	1	11203	NY	20	1.0
2	BROOKLYN	NY	57	1.7	2	32162	FL	18	1.5
3	PHILADELPHIA	PA	54	3.0	3	20011	DC	17	1.5
4	MIAMI	FL	48	1.7	3	11413	NY	17	1.1
4	SAN DIEGO	CA	48	1.5	3	92646	CA	17	1.0
6	BALTIMORE	MD	47	1.9	6	11434	NY	14	1.3
7	HOUSTON	TX	38	2.2	6	11412	NY	14	1.1
8	WASHINGTON	DC	37	2.3	6	90066	CA	14	1.0
9	CHICAGO	IL	36	2.1	9	11234	NY	13	1.0
10	DALLAS	TX	31	1.6	10	11208	NY	12	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.1 %	1	Opa Locka	FL	17.9 %
2	UT	4.9 %	2	Compton	CA	14.3 %
3	MD	4.7 %	3	Hialeah	FL	13.2 %
4	CA	4.3 %	4	Portsmouth	VA	10.3 %
5	OR	4.1 %	5	Norfolk	VA	9.1 %
6	NV	4.1 %	6	Washington	DC	9.1 %
7	CO	3.8 %	7	Miami	FL	9.0 %
8	FL	3.7 %	8	Jamaica	NY	8.9 %
9	CT	3.5 %	9	Apple Valley	CA	8.7 %
10	DE	3.5 %	10	Baltimore	MD	8.6 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	ESCONDIDO	CA	$432	$102	1	92253	CA	$514	$118
2	WILMINGTON	DE	$235	$54	2	20017	DC	$382	$51
3	CARLSBAD	CA	$517	$52	3	95648	CA	$391	$43
4	PENSACOLA	FL	$166	$46	4	20011	DC	$446	$38
5	ATLANTA	GA	$287	$38	5	20002	DC	$436	$24
6	BOCA RATON	FL	$376	$33	6	84780	UT	$258	$19
7	ORLANDO	FL	$188	$31	7	19131	PA	$126	$17
8	AMARILLO	TX	$132	$30	8	11213	NY	$522	$17
9	DALLAS	TX	$211	$29	9	92646	CA	$544	$16
10	LUBBOCK	TX	$139	$17	10	33155	FL	$238	$7

Geography Rank by Total MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	SAINT GEORGE	UT	$19,146	$4,604	1	84790	UT	$20,200	$10,042
2	KANSAS CITY	MO	$6,180	$2,260	2	11213	NY	$8,347	$3,807
3	SANDY	UT	$7,535	$1,877	3	20017	DC	$5,731	$3,745
4	BOCA RATON	FL	$9,401	$1,858	4	11758	NY	$8,006	$2,380
5	PENSACOLA	FL	$5,310	$1,241	5	84780	UT	$3,875	$2,196
6	JAMAICA	NY	$16,546	$986	6	92253	CA	$7,716	$2,166
7	AMARILLO	TX	$3,969	$900	7	11412	NY	$6,465	$1,225
8	METAIRIE	LA	$5,989	$886	8	20002	DC	$13,085	$1,132
9	HENDERSON	NV	$5,512	$883	9	11434	NY	$6,578	$1,120
10	WILMINGTON	DE	$6,122	$672	10	19131	PA	$2,392	$980

YTD Endorsement Growth Heatmap

Legend:
-100.0% | -75.0% | -50.0% | -25.0% | 0.0% | 25.0% | 50.0% | 75.0% | 100.0% | 12.0%

Definitions

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

Average Loans per originator:
Count of endorsements in a given month divided by the number of active originators in the same month. An overall average per originator is then calculated for all months in the same period.

Market Share:
A measure of success in a market relative to other originators. Percent of total endorsements originated by a given originator.

Penetration:
Percent of Target Market with an active Reverse Mortgage in service as of report date.
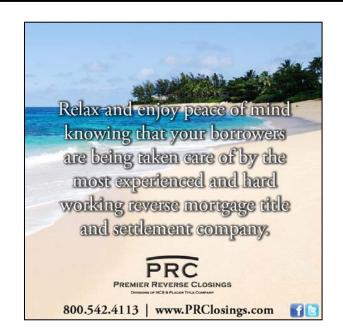
Rank by originator:
Originator rank by total endorsements in the time period.

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

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