

# HECM Trends

HECMs Endorsed thru July 2012

Next Release Date: Week 3 of October



## Endorsement Growth Rate

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

YTD	Units	% Chg.
Jul 11	43,314	3.9 %
Jul 12	33,001	-23.8 %

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

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- Market Opportunity

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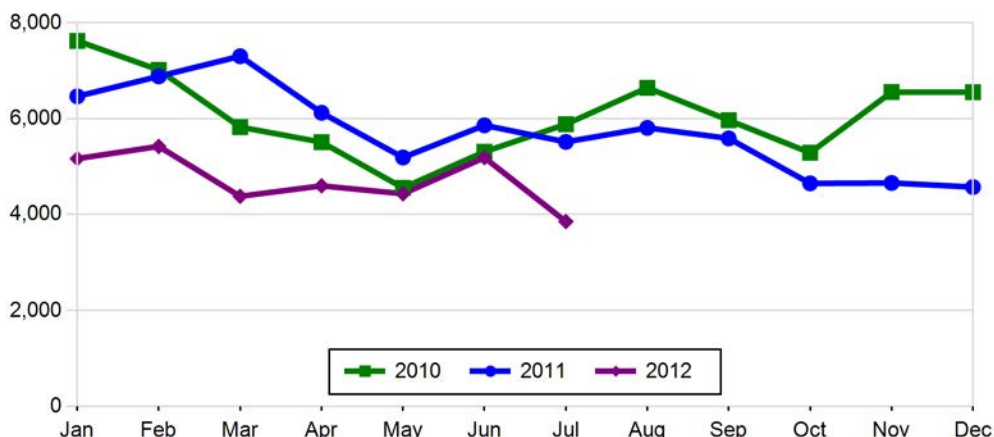
**Media Inquiries:**  
We are happy to assist members of the media with commentary or special data requests

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## Sales Performance

### Year Over Year Endorsement Trend



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

Rank	State	Units	Growth	Rank	City	St	Units	Growth
1	California	4,367	-26.7 %	1	PHILADELPHIA	PA	433	-26.1 %
2	Texas	2,884	-23.5 %	2	BROOKLYN	NY	284	-12.1 %
3	New York	2,446	-6.0 %	3	HOUSTON	TX	267	-30.3 %
4	Florida	2,070	-29.1 %	4	LOS ANGELES	CA	253	-17.6 %
5	Pennsylvania	1,557	-21.3 %	5	CHICAGO	IL	241	-25.2 %
6	New Jersey	1,378	-25.8 %	6	WASHINGTON	DC	239	-30.3 %
7	Virginia	1,162	-31.3 %	7	BALTIMORE	MD	238	-41.8 %
8	North Carolina	917	-20.1 %	8	MIAMI	FL	221	-21.4 %
9	Maryland	909	-37.7 %	9	SAN ANTONIO	TX	173	-38.9 %
10	Illinois	864	-24.5 %	10	SAN DIEGO	CA	166	-32.5 %
<b>18,554</b>				<b>2,515</b>				<b>-27.8 %</b>

Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,261	-23.5 %	1	84790	UT	95	86.3 %
2	ORANGE	CA	477	-28.1 %	2	32162	FL	63	-10.0 %
3	SAN DIEGO	CA	471	-26.4 %	3	20011	DC	57	-40.6 %
4	COOK	IL	441	-27.3 %	4	20002	DC	41	-21.2 %
5	PHILADELPHIA	PA	433	-26.1 %	5	19143	PA	40	-31.0 %
6	SUFFOLK	NY	400	-7.8 %	6	00725	PR	39	-18.8 %
7	HARRIS	TX	384	-27.7 %	6	11203	NY	39	14.7 %
8	MIAMI-DADE	FL	376	-16.1 %	8	00926	PR	38	-20.8 %
9	NASSAU	NY	352	-2.2 %	9	00949	PR	32	0.0 %
10	RIVERSIDE	CA	345	0.0 %	10	00957	PR	31	3.3 %
<b>4,940</b>				<b>-21.1 %</b>	<b>475</b>				<b>-8.5 %</b>

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Low fixed costs provide a high *Return on investment*.

### Low TCO

ReverseVision Inc. takes care of hosting, upgrades and new regulations, minimizing *Total Cost of Ownership*.



**Originator Growth Rate**  
(unique origination companies in period)

Year	Active Originators	% Chg.
2010	2,284	-27.4 %
2011	2,030	-11.1 %

Month	Active Originators	% Chg.
Jul 11	554	-25.0 %
Jul 12	585	5.6 %

**Refinance Transactions**  
(% of endorsements)

Year	% Refi	% Chg.
2010	6 %	-58 %
2011	3 %	-44 %

Mth	% Refi	% Chg.
Jul 11	3 %	-53 %
Jul 12	3 %	-27 %

**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?

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**RMPATH**

- Wholesale Lending
- Correspondent Lending
- Aggregation Partnering



# Competitive Landscape -YTD

**Endorsement and Originator Trends**

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	1	METLIFE BANK	5,070
2	2	ONE REVERSE MORTGAGE LL	2,861
3	4	AMERICAN ADVISORS GROUP	1,630
4	5	GENWORTH FINANCIAL HM E	1,295
5	9	THE FIRST NATIONAL BANK	1,188
6	4	SECURITY ONE LENDING	1,018
7	-2	URBAN FINANCIAL GROUP	926
8	-2	GENERATION MORTGAGE COM	743
9	-1	REVERSE MORTGAGE USA IN	656
10	2	NEW DAY FINANCIAL LLC	419
Total:			15,806

**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	89	1.5	1	11203	NY	25	1.1
2	BROOKLYN	NY	70	1.7	2	11413	NY	23	1.0
3	PHILADELPHIA	PA	63	3.1	3	32162	FL	22	1.5
4	SAN DIEGO	CA	56	1.6	3	92646	CA	22	1.0
5	MIAMI	FL	54	1.6	5	20011	DC	20	1.5
6	BALTIMORE	MD	50	2.0	6	11434	NY	18	1.3
7	HOUSTON	TX	42	2.3	6	11412	NY	18	1.1
7	CHICAGO	IL	42	2.1	8	60628	IL	15	1.1
9	WASHINGTON	DC	40	2.2	8	11234	NY	15	1.0
10	DALLAS	TX	36	1.5	8	90066	CA	15	1.0

**Penetration Rank by Geographic Area**

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.1 %	1	Opa Locka	FL	17.8 %
2	UT	4.9 %	2	Compton	CA	14.3 %
3	MD	4.8 %	3	Hialeah	FL	13.2 %
4	CA	4.3 %	4	Portsmouth	VA	10.4 %
5	OR	4.1 %	5	Norfolk	VA	9.2 %
6	NV	4.1 %	6	Washington	DC	9.1 %
7	CO	3.8 %	7	Jamaica	NY	9.0 %
8	FL	3.7 %	8	Miami	FL	9.0 %
9	DE	3.5 %	9	Apple Valley	CA	8.7 %
10	CT	3.5 %	10	Baltimore	MD	8.7 %

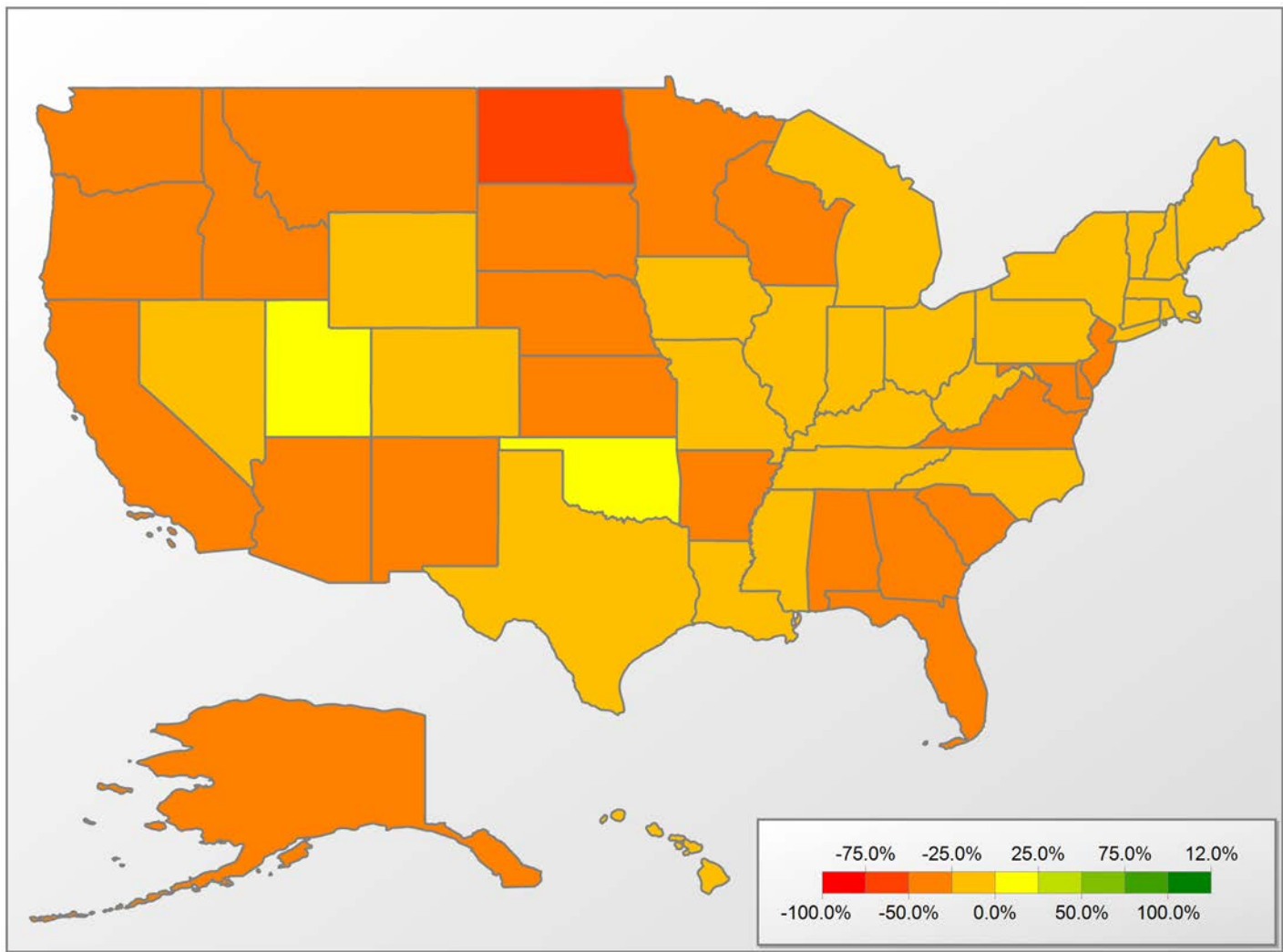
**Geography Rank by Avg MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	ATLANTA	GA	\$290	\$57	1	20002	DC	\$435	\$36
2	PENSACOLA	FL	\$167	\$34	2	95648	CA	\$394	\$33
3	ORLANDO	FL	\$196	\$29	3	20011	DC	\$441	\$21
4	SAINT LOUIS	MO	\$170	\$26	4	10312	NY	\$469	\$16
5	FORT WORTH	TX	\$150	\$25	5	32159	FL	\$159	\$13
6	LUBBOCK	TX	\$142	\$24	6	19146	PA	\$163	\$8
7	TUCSON	AZ	\$253	\$23	7	84770	UT	\$304	\$8
8	AMARILLO	TX	\$126	\$22	8	70072	LA	\$137	\$4
9	KANSAS CITY	MO	\$171	\$21	9	08757	NJ	\$131	\$2
10	PITTSBURGH	PA	\$142	\$20	10	11758	NY	\$434	\$1

**Geography Rank by Total MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	KANSAS CITY	MO	\$8,203	\$3,242	1	84790	UT	\$27,949	\$11,560
2	METAIRIE	LA	\$9,436	\$2,192	2	10312	NY	\$11,261	\$5,372
3	JAMAICA	NY	\$22,388	\$1,898	3	11434	NY	\$10,000	\$2,932
4	HENDERSON	NV	\$7,824	\$1,570	4	94595	CA	\$8,105	\$2,698
5	SAINT GEORGE	UT	\$23,798	\$1,504	5	84770	UT	\$8,503	\$2,599
6	RIVERSIDE	CA	\$8,459	\$1,126	6	11413	NY	\$10,931	\$1,768
7	PENSACOLA	FL	\$7,510	\$984	7	11412	NY	\$9,598	\$1,554
8	AMARILLO	TX	\$4,929	\$969	8	11203	NY	\$14,629	\$1,473
9	TACOMA	WA	\$8,541	\$879	9	11758	NY	\$9,106	\$1,319
10	KNOXVILLE	TN	\$9,000	\$689	10	19131	PA	\$2,856	\$463

# YTD Endorsement Growth Heatmap



## 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.

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