

HECM Trends

HECMs Endorsed thru October 2016

Next Release Date: Week 3 of January



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2013	60,929	15.2 %
2014	52,949	-13.1 %
2015	56,363	6.4 %

YTD	Units	% Chg.
Oct 15	48,114	10.3 %
Oct 16	40,192	-16.5 %

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)

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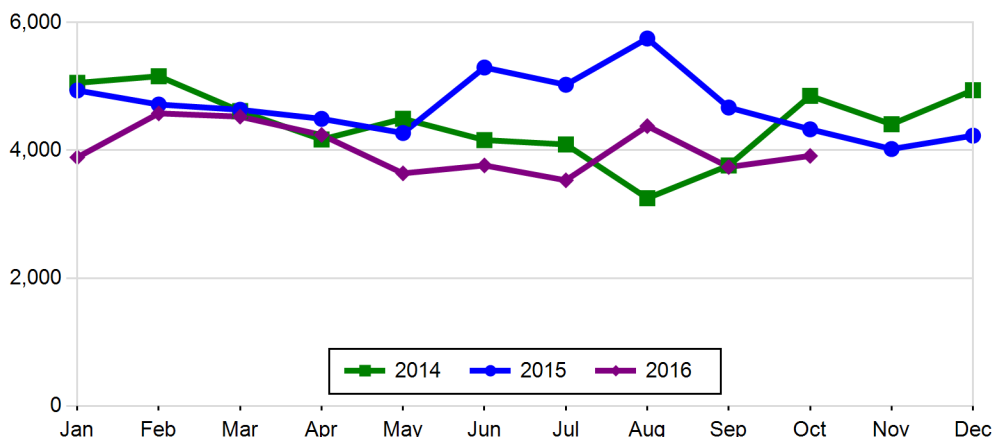
We are happy to assist members of the media with commentary or special data requests

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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	9,056	-8.7 %	1	LOS ANGELES	CA	422	-16.3 %	
2	Florida	3,512	-14.5 %	2	DENVER	CO	345	45.0 %	
3	Texas	3,123	-6.9 %	3	HOUSTON	TX	342	4.3 %	
4	New York	1,822	-35.9 %	4	SAN DIEGO	CA	323	-11.3 %	
5	Colorado	1,591	32.0 %	5	MIAMI	FL	300	-29.2 %	
6	Arizona	1,500	-5.2 %	6	WASHINGTON	DC	257	-31.3 %	
7	Washington	1,153	4.2 %	7	BROOKLYN	NY	237	-33.1 %	
8	Pennsylvania	1,102	-37.2 %	8	LAS VEGAS	NV	224	-13.8 %	
9	North Carolina	998	-12.5 %	9	AUSTIN	TX	185	16.4 %	
10	New Jersey	981	-37.1 %	10	SAN JOSE	CA	182	-23.2 %	
24,838				2,817				-13.1 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	2,127	-14.9 %	1	32162	FL	115	-24.3 %
2	MARICOPA	AZ	945	1.9 %	2	84790	UT	113	-18.1 %
3	SAN DIEGO	CA	902	-10.2 %	3	95648	CA	80	12.7 %
4	ORANGE	CA	878	-1.7 %	4	20011	DC	58	-42.6 %
5	RIVERSIDE	CA	771	-15.8 %	5	85375	AZ	54	12.5 %
6	HARRIS	TX	510	4.5 %	6	92056	CA	51	30.8 %
7	SAN BERNARDINO	CA	478	-11.2 %	7	92692	CA	50	4.2 %
8	MIAMI-DADE	FL	421	-23.5 %	8	85374	AZ	45	95.7 %
9	COOK	IL	408	-31.9 %	9	78633	TX	44	12.8 %
10	CLARK	NV	374	-15.0 %	9	08757	NJ	44	37.5 %
7,814				654				-5.4 %	

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2014	2,022	4.8 %
2015	2,198	8.7 %

Month	Active Originators	% Chg.
Oct 15	695	3.9 %
Oct 16	613	-11.8 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2014	5 %	15 %
2015	11 %	121 %

Mth	% Refi	% Chg.
Oct 15	10 %	46 %
Oct 16	11 %	-1 %

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 (682) 651-5632 for a FREE sample today!

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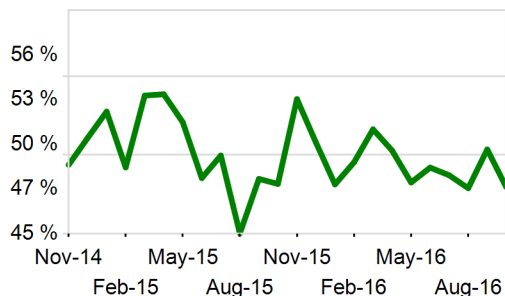
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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	7,098
2	0	ONE REVERSE MORTGAGE LL	2,912
3	4	REVERSE MORTGAGE FUNDIN	1,748
4	0	LIBERTY HOME EQUITY SOL	1,545
5	-2	RMS/SECURITY ONE LENDIN	1,204
6	-1	FINANCE OF AMERICA REVE	1,189
7	12	SYNERGY ONE LENDING INC	1,069
8	14	NATIONWIDE EQUITIES COR	944
9	-1	LIVE WELL FINANCIAL INC	872
10	0	HIGHTECHLENDING INC	863
Total:			19,444

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	147	1.4	1	92692	CA	35	1.1
2	SAN DIEGO	CA	103	1.4	1	90043	CA	35	1.1
3	MIAMI	FL	87	1.5	3	32162	FL	33	1.5
4	DENVER	CO	73	1.7	4	92056	CA	32	1.1
5	SAN JOSE	CA	67	1.4	5	95648	CA	30	1.4
6	BROOKLYN	NY	60	1.6	6	90047	CA	28	1.0
7	SACRAMENTO	CA	55	1.2	7	92128	CA	27	1.1
7	ANAHEIM	CA	55	1.1	7	92220	CA	27	1.0
9	HOUSTON	TX	53	2.0	9	92586	CA	26	1.0
10	RIVERSIDE	CA	52	1.1	10	33437	FL	25	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	15.9 %
2	UT	5.1 %	2	Opa Locka	FL	15.6 %
3	CA	4.2 %	3	Compton	CA	13.5 %
4	MD	4.0 %	4	Hialeah	FL	11.9 %
5	NV	3.7 %	5	Jamaica	NY	10.1 %
6	OR	3.5 %	6	Lady Lake	FL	10.0 %
7	CO	3.5 %	7	Portsmouth	VA	10.0 %
8	CT	3.3 %	8	Washington	DC	9.3 %
9	NJ	3.3 %	9	Chesapeake	VA	9.0 %
10	FL	3.3 %	10	Sun City	CA	8.9 %

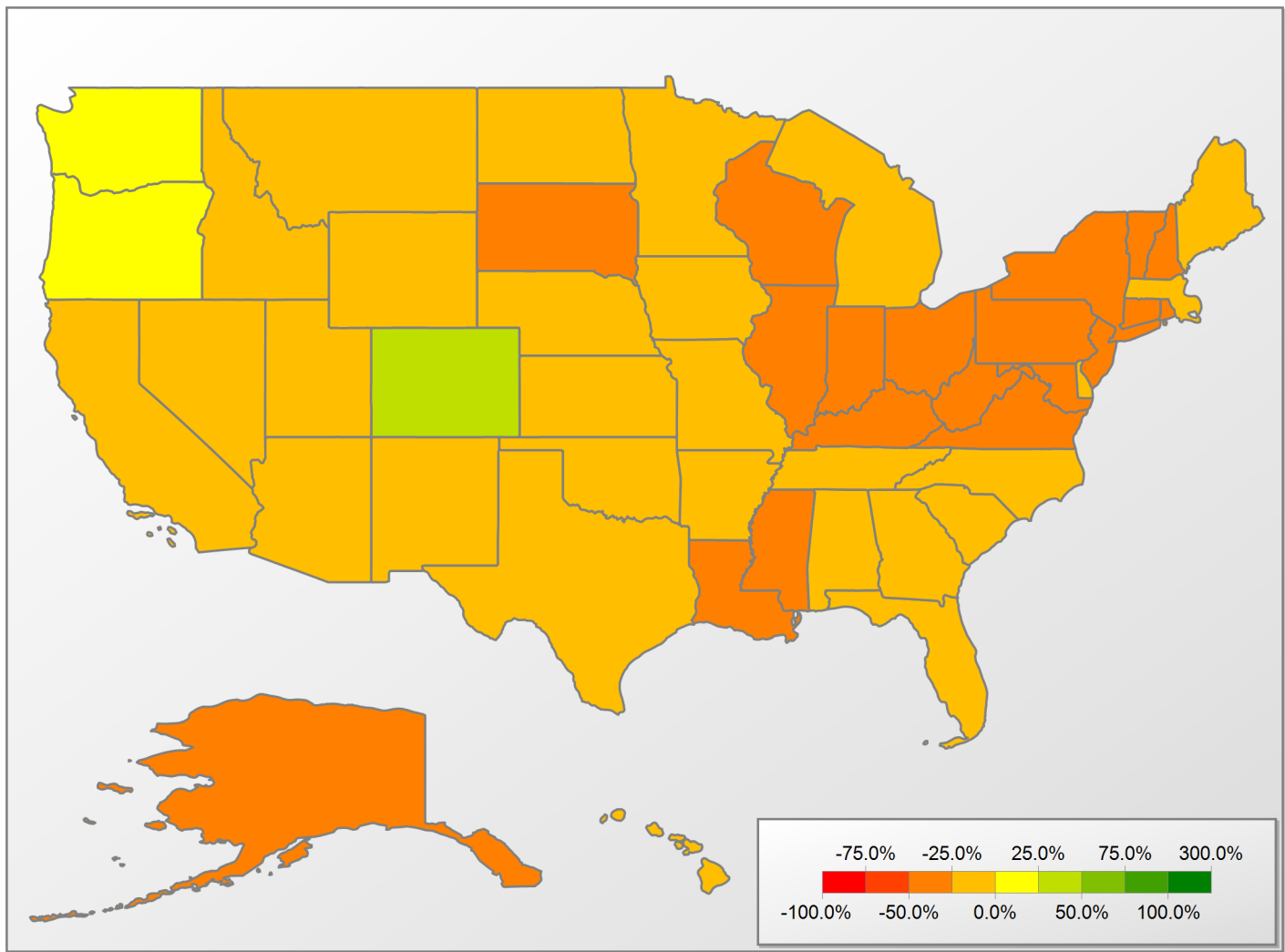
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	STOCKTON	CA	\$274	\$77	1	90043	CA	\$535	\$69
2	OAKLAND	CA	\$516	\$65	2	90047	CA	\$382	\$43
3	PORTLAND	OR	\$392	\$63	3	85375	AZ	\$245	\$38
4	SEATTLE	WA	\$493	\$60	4	95135	CA	\$571	\$37
5	TULSA	OK	\$194	\$59	5	85374	AZ	\$249	\$36
6	JAMAICA	NY	\$457	\$58	6	08757	NJ	\$164	\$32
7	COLORADO SPRINGS	CO	\$272	\$58	7	93012	CA	\$445	\$32
8	JACKSONVILLE	FL	\$242	\$52	8	92692	CA	\$568	\$31
9	SAINT LOUIS	MO	\$223	\$50	9	33437	FL	\$321	\$29
10	NASHVILLE	TN	\$267	\$48	10	92056	CA	\$434	\$29

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$120,788	\$47,207	1	94513	CA	\$21,399	\$10,785
2	PORTLAND	OR	\$67,741	\$20,171	2	80014	CO	\$9,096	\$7,578
3	AURORA	CO	\$36,812	\$18,301	3	95409	CA	\$23,426	\$7,523
4	LITTLETON	CO	\$51,706	\$15,706	4	98382	WA	\$10,533	\$6,517
5	IRVINE	CA	\$29,980	\$14,074	5	92056	CA	\$22,113	\$6,343
6	CAMARILLO	CA	\$30,648	\$10,521	6	85374	AZ	\$11,202	\$6,309
7	HOUSTON	TX	\$86,476	\$9,731	7	92128	CA	\$19,218	\$5,164
8	RENO	NV	\$34,583	\$9,406	8	95648	CA	\$35,759	\$4,803
9	DALLAS	TX	\$48,681	\$8,869	9	90043	CA	\$23,024	\$4,382
10	LONG BEACH	CA	\$52,568	\$7,049	10	92646	CA	\$19,618	\$4,320

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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