

HECM Trends

HECMs Endorsed thru November 2016

Next Release Date: Week 3 of February



REVERSE MARKET
INSIGHT

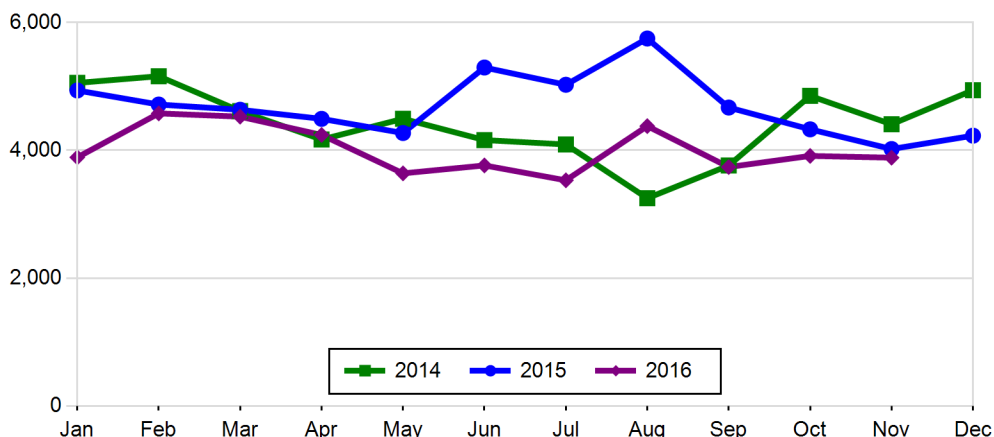
Endorsement Growth Rate

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

YTD	Units	% Chg.
Nov 15	52,134	8.6 %
Nov 16	44,076	-15.5 %

Sales Performance

Year Over Year Endorsement Trend



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

Rank	State	Units	Growth
1	California	9,976	-6.4 %
2	Florida	3,831	-14.5 %
3	Texas	3,391	-8.8 %
4	New York	2,033	-33.1 %
5	Colorado	1,747	27.5 %
6	Arizona	1,618	-4.3 %
7	Washington	1,252	4.5 %
8	Pennsylvania	1,213	-35.4 %
9	North Carolina	1,095	-12.5 %
10	New Jersey	1,077	-35.4 %
		27,233	-12.0 %

Rank	City	St	Units	Growth
1	LOS ANGELES	CA	461	-15.1 %
2	HOUSTON	TX	372	1.9 %
3	DENVER	CO	367	36.4 %
4	SAN DIEGO	CA	365	-6.6 %
5	MIAMI	FL	317	-31.1 %
6	WASHINGTON	DC	278	-30.5 %
7	BROOKLYN	NY	272	-28.2 %
8	LAS VEGAS	NV	251	-8.7 %
9	SAN JOSE	CA	205	-19.9 %
10	PHOENIX	AZ	203	-5.6 %
			3,091	-13.0 %

Rank	County	St	Units	Growth
1	LOS ANGELES	CA	2,359	-11.9 %
2	MARICOPA	AZ	1,022	3.2 %
3	SAN DIEGO	CA	1,006	-6.4 %
4	ORANGE	CA	947	-1.4 %
5	RIVERSIDE	CA	855	-13.7 %
6	HARRIS	TX	558	2.4 %
7	SAN BERNARDINO	CA	525	-9.6 %
8	MIAMI-DADE	FL	450	-24.9 %
9	COOK	IL	444	-30.7 %
10	CLARK	NV	418	-10.7 %
			8,584	-9.9 %

Rank	Zip	St	Units	Growth
1	32162	FL	123	-24.1 %
2	84790	UT	119	-21.7 %
3	95648	CA	90	13.9 %
4	20011	DC	62	-41.0 %
5	92056	CA	59	34.1 %
6	85375	AZ	58	13.7 %
7	92692	CA	56	5.7 %
8	08757	NJ	50	51.5 %
8	90043	CA	50	16.3 %
10	78633	TX	48	9.1 %
			715	-6.7 %

*Paid Advertisement

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:

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

Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2014	2,023	4.8 %
2015	2,199	8.7 %

Month	Active Originators	% Chg.
Nov 15	610	-8.5 %
Nov 16	613	0.5 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Nov 15	11 %	37 %
Nov 16	12 %	4 %

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!

Looking for a Wholesale Reporting Solution?

Our [Wholesale Analytics Report](#) analyzes your customers' volume and identifies and quantifies new/existing wholesale relationships.

Visit us on the web at www.rminsight.net

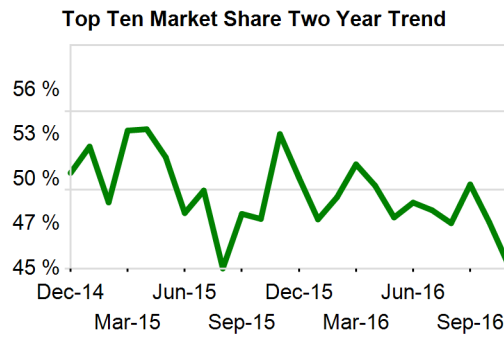
*Paid Advertisement

This Ad Space is available.

Please see our [media kit](#) for more information.

Competitive Landscape -YTD

Endorsement and Originator Trends



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	7,765
2	0	ONE REVERSE MORTGAGE LL	3,182
3	3	REVERSE MORTGAGE FUNDIN	1,872
4	0	LIBERTY HOME EQUITY SOL	1,639
5	0	FINANCE OF AMERICA REVE	1,353
6	-3	RMS/SECURITY ONE LENDIN	1,258
7	9	SYNERGY ONE LENDING INC	1,172
8	10	NATIONWIDE EQUITIES COR	1,036
9	-1	LIVE WELL FINANCIAL INC	960
10	-1	HIGHTECHLENDING INC	929
Total:			21,166

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	160	1.3	1	90043	CA	40	1.0
2	SAN DIEGO	CA	113	1.4	2	92692	CA	39	1.1
3	MIAMI	FL	88	1.4	3	92056	CA	35	1.1
4	DENVER	CO	75	1.7	4	32162	FL	34	1.5
5	SAN JOSE	CA	71	1.4	5	90047	CA	33	1.0
6	BROOKLYN	NY	61	1.6	6	95648	CA	31	1.5
7	HOUSTON	TX	60	2.0	7	92128	CA	29	1.0
8	ANAHEIM	CA	59	1.1	7	92586	CA	29	1.0
9	SACRAMENTO	CA	58	1.2	9	92220	CA	28	1.0
9	LONG BEACH	CA	58	1.2	9	92117	CA	28	1.0

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	15.5 %
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	CO	3.5 %	6	Lady Lake	FL	10.1 %
7	OR	3.5 %	7	Portsmouth	VA	9.9 %
8	CT	3.3 %	8	Washington	DC	9.3 %
9	NJ	3.3 %	9	Chesapeake	VA	9.0 %
10	FL	3.3 %	10	Moreno Valley	CA	9.0 %

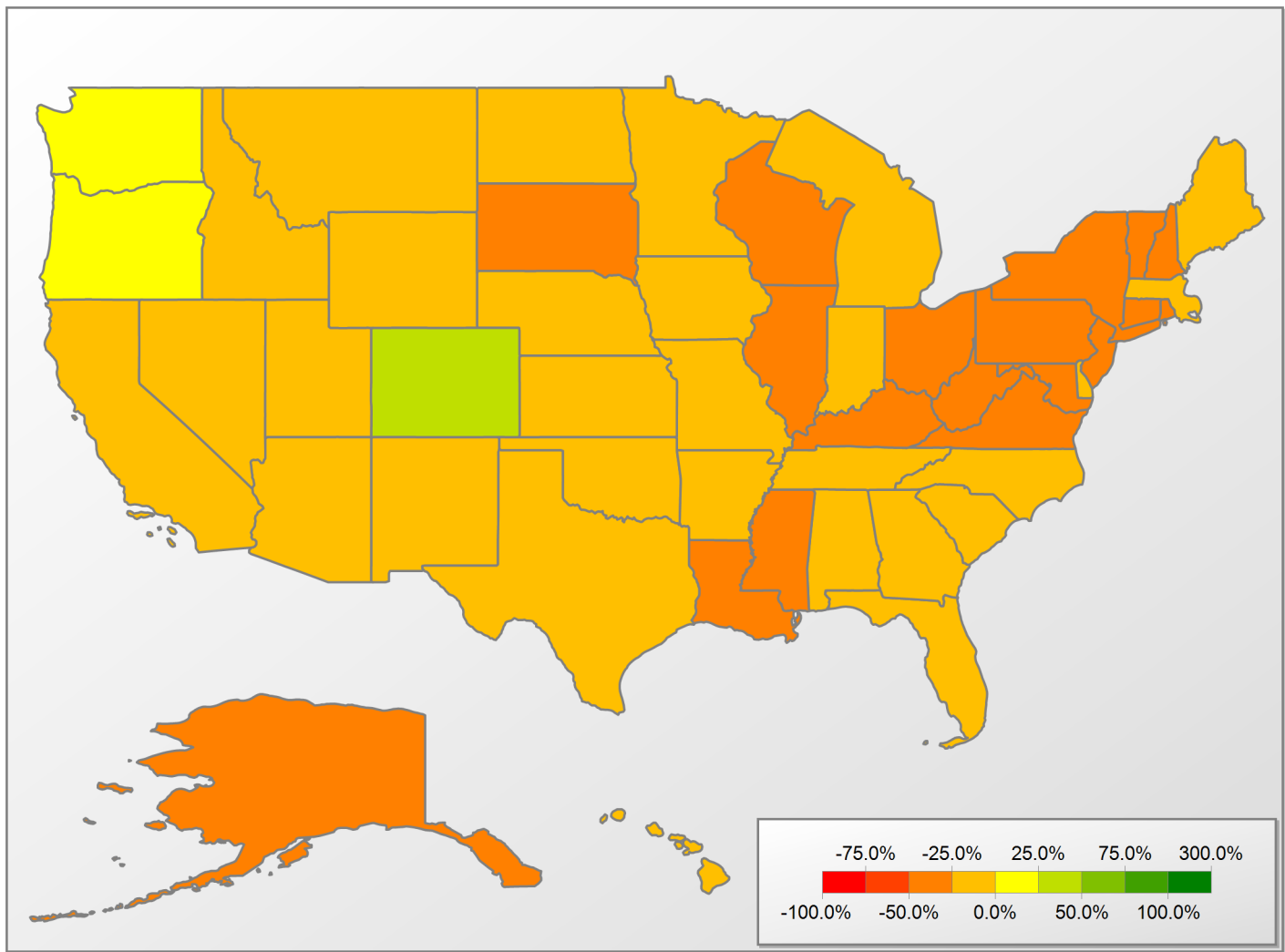
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	STOCKTON	CA	\$267	\$70	1	90043	CA	\$537	\$65
2	COLORADO SPRINGS	CO	\$280	\$68	2	11203	NY	\$535	\$64
3	OAKLAND	CA	\$517	\$65	3	90047	CA	\$386	\$47
4	PORTLAND	OR	\$392	\$62	4	85374	AZ	\$248	\$37
5	JAMAICA	NY	\$458	\$60	5	95135	CA	\$563	\$35
6	SEATTLE	WA	\$498	\$58	6	92056	CA	\$440	\$34
7	JACKSONVILLE	FL	\$239	\$49	7	85375	AZ	\$246	\$34
8	SAINT LOUIS	MO	\$220	\$49	8	08757	NJ	\$164	\$31
9	KNOXVILLE	TN	\$210	\$48	9	93012	CA	\$448	\$30
10	CAMARILLO	CA	\$495	\$47	10	92692	CA	\$569	\$29

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$128,455	\$44,206	1	94513	CA	\$22,167	\$10,083
2	PORTLAND	OR	\$76,869	\$23,658	2	95409	CA	\$24,051	\$8,148
3	AURORA	CO	\$39,561	\$18,646	3	92056	CA	\$25,941	\$8,090
4	LITTLETON	CO	\$55,405	\$14,674	4	80014	CO	\$9,096	\$7,401
5	DALLAS	TX	\$53,956	\$10,541	5	85374	AZ	\$11,916	\$6,852
6	RENO	NV	\$36,733	\$9,366	6	92128	CA	\$20,883	\$6,829
7	CAMARILLO	CA	\$31,183	\$9,211	7	98382	WA	\$10,762	\$6,746
8	OCEANSIDE	CA	\$45,447	\$8,925	8	90043	CA	\$26,854	\$6,567
9	BEND	OR	\$24,131	\$7,877	9	95648	CA	\$40,026	\$5,020
10	LONG BEACH	CA	\$58,934	\$7,836	10	92646	CA	\$20,243	\$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.

Disclaimer: Although a significant effort is made to assure the accuracy and completeness of the information provided, Reverse Market Insight, Inc., makes no express or implied warranty as to the accuracy, adequacy, completeness, or legality of the information.