

HECM Trends

HECMs Endorsed thru February 2017

Next Release Date: Week 3 of May



REVERSE MARKET
INSIGHT

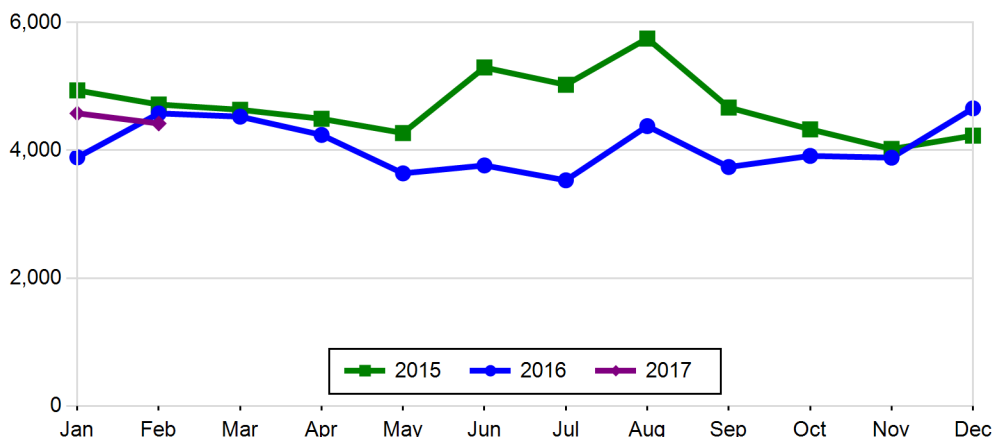
Endorsement Growth Rate

Year	Units	% Chg.
2014	52,949	-13.1 %
2015	56,363	6.4 %
2016	48,732	-13.5 %

YTD	Units	% Chg.
Feb 16	8,466	-12.3 %
Feb 17	8,997	6.3 %

Sales Performance

Year Over Year Endorsement Trend



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

Rank	State	Units	Growth
1	California	2,103	9.0 %
2	Florida	787	20.2 %
3	Texas	736	12.2 %
4	Colorado	485	52.5 %
5	New York	369	-2.4 %
6	Arizona	327	5.5 %
7	Washington	300	26.6 %
8	Pennsylvania	240	15.4 %
9	North Carolina	214	-9.7 %
10	New Jersey	184	-15.2 %
		5,745	11.6 %

Rank	City	St	Units	Growth
1	SAN DIEGO	CA	95	30.1 %
2	DENVER	CO	94	13.3 %
3	LOS ANGELES	CA	92	-1.1 %
4	LAS VEGAS	NV	69	50.0 %
5	HOUSTON	TX	64	-13.5 %
6	MIAMI	FL	51	-19.0 %
6	WASHINGTON	DC	51	-1.9 %
8	PHOENIX	AZ	49	6.5 %
9	AUSTIN	TX	46	15.0 %
10	PORTLAND	OR	45	50.0 %
			656	9.3 %

Rank	County	St	Units	Growth
1	LOS ANGELES	CA	461	-5.5 %
2	SAN DIEGO	CA	237	29.5 %
3	MARICOPA	AZ	208	2.5 %
4	ORANGE	CA	200	17.0 %
5	RIVERSIDE	CA	174	4.8 %
6	CLARK	NV	105	40.0 %
7	SAN BERNARDINO	CA	104	16.9 %
7	HARRIS	TX	104	4.0 %
9	KING	WA	103	30.4 %
10	ALAMEDA	CA	97	26.0 %
			1,793	9.9 %

Rank	Zip	St	Units	Growth
1	32162	FL	26	18.2 %
2	84790	UT	21	-30.0 %
3	80247	CO	15	Infinity
4	90047	CA	14	75.0 %
4	85351	AZ	14	133.3 %
6	95648	CA	13	-7.1 %
6	80014	CO	13	116.7 %
8	43082	OH	12	1,100.0 %
8	92804	CA	12	140.0 %
8	80128	CO	12	Infinity
			152	65.2 %

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2015	2,199	8.7 %
2016	2,106	-4.2 %

Month	Active Originators	% Chg.
Feb 16	713	2.6 %
Feb 17	691	-3.1 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2015	11 %	121 %
2016	11 %	-8 %

Mth	% Refi	% Chg.
Feb 16	12 %	3 %
Feb 17	14 %	14 %

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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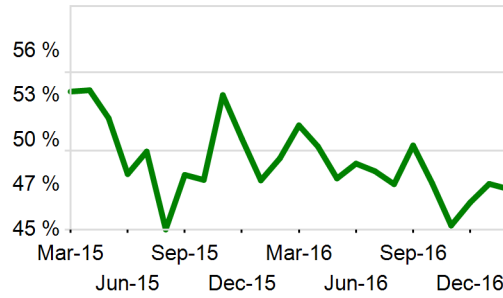
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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	1,686
2	0	ONE REVERSE MORTGAGE LL	509
3	2	REVERSE MORTGAGE FUNDIN	497
4	0	LIBERTY HOME EQUITY SOL	305
5	2	SYNERGY ONE LENDING INC	261
6	4	HIGHTECHLENDING INC	232
7	-2	FINANCE OF AMERICA REVE	220
8	0	NATIONWIDE EQUITIES COR	184
9	8	ADVISORS MORTGAGE GROUP	183
10	-1	LIVE WELL FINANCIAL INC	181
Total:			4,258

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	59	1.4	1	32162	FL	17	1.3
2	SAN DIEGO	CA	47	1.6	2	90047	CA	14	1.0
3	DENVER	CO	44	1.8	3	80247	CO	13	1.1
4	MIAMI	FL	32	1.4	4	85351	AZ	11	1.1
5	PHOENIX	AZ	28	1.4	5	92804	CA	10	1.1
6	HOUSTON	TX	27	1.9	5	92692	CA	10	1.1
7	AUSTIN	TX	25	1.6	5	80128	CO	10	1.1
7	AURORA	CO	25	1.4	5	90043	CA	10	1.0
7	SACRAMENTO	CA	25	1.4	5	92223	CA	10	1.0
7	LITTLETON	CO	25	1.3	5	92677	CA	10	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	16.3 %
2	UT	5.2 %	2	Opa Locka	FL	15.4 %
3	CA	4.2 %	3	Compton	CA	13.7 %
4	MD	4.0 %	4	Hialeah	FL	11.8 %
5	NV	3.8 %	5	Lady Lake	FL	10.1 %
6	CO	3.6 %	6	Jamaica	NY	10.0 %
7	OR	3.5 %	7	Portsmouth	VA	9.8 %
8	CT	3.3 %	8	Washington	DC	9.3 %
9	NJ	3.3 %	9	Sun City	CA	9.1 %
10	FL	3.3 %	10	Moreno Valley	CA	8.9 %

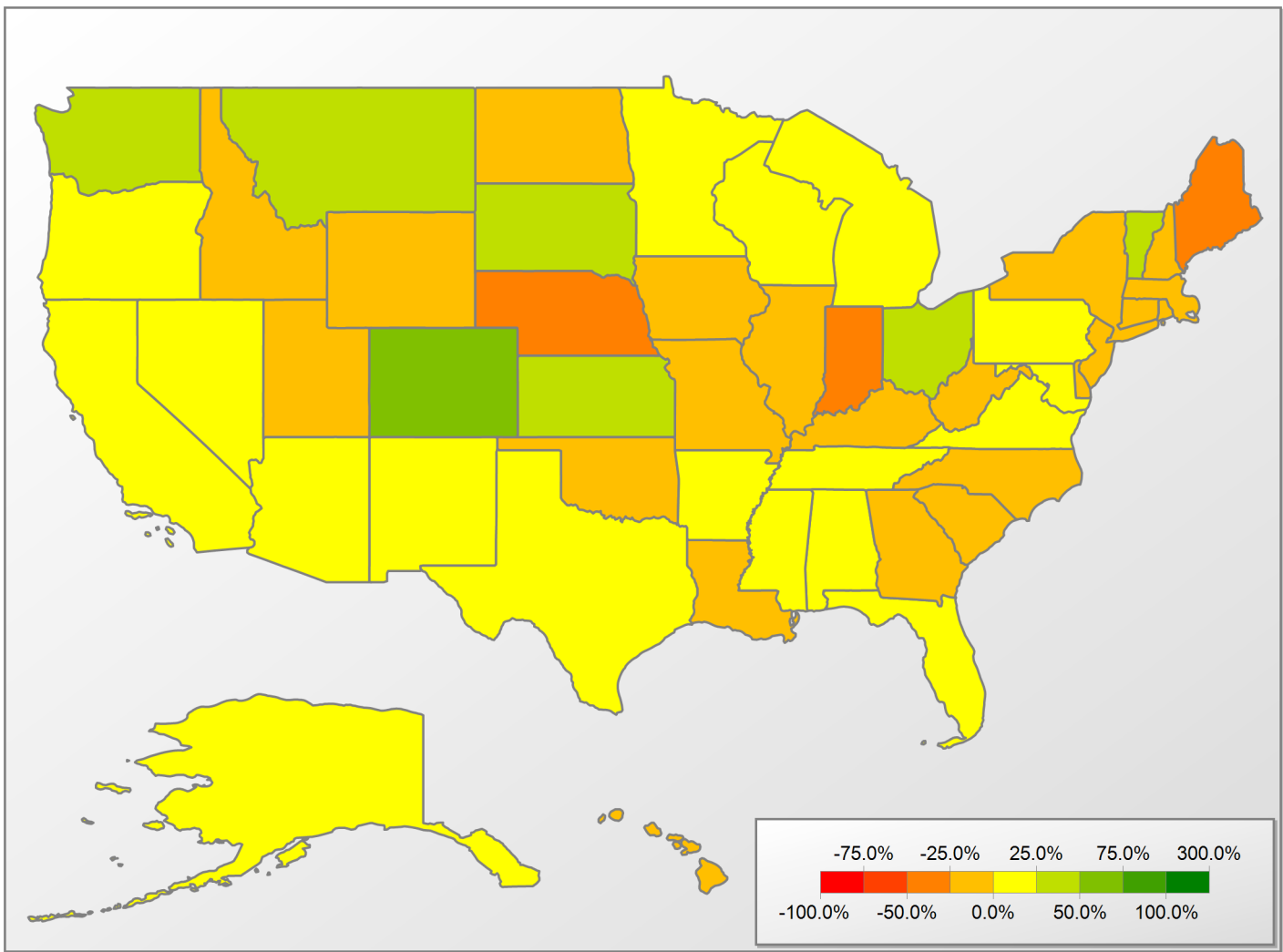
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	VACAVILLE	CA	\$452	\$145	1	11207	NY	\$524	\$244
2	SARASOTA	FL	\$334	\$118	2	89052	NV	\$444	\$178
3	NAPA	CA	\$591	\$118	3	80123	CO	\$381	\$172
4	PORT CHARLOTTE	FL	\$232	\$97	4	75248	TX	\$394	\$171
5	MELBOURNE	FL	\$286	\$93	5	43123	OH	\$294	\$153
6	OAKLAND	CA	\$564	\$79	6	92260	CA	\$437	\$147
7	NEW ORLEANS	LA	\$288	\$79	7	70117	LA	\$279	\$135
8	WEST COVINA	CA	\$544	\$72	8	84720	UT	\$262	\$128
9	PALM DESERT	CA	\$432	\$71	9	32940	FL	\$263	\$119
10	FORT WORTH	TX	\$203	\$69	10	80209	CO	\$575	\$118

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SAN DIEGO	CA	\$46,927	\$11,106	1	92677	CA	\$6,020	\$4,143
2	OAKLAND	CA	\$17,494	\$9,249	2	92804	CA	\$6,604	\$4,139
3	SACRAMENTO	CA	\$14,013	\$7,978	3	95476	CA	\$6,324	\$4,113
4	LITTLETON	CO	\$14,809	\$7,735	4	43082	OH	\$4,216	\$3,590
5	LAS VEGAS	NV	\$20,014	\$7,645	5	10314	NY	\$4,061	\$3,456
6	GARDEN GROVE	CA	\$8,688	\$7,578	6	94558	CA	\$5,866	\$3,390
7	PORTLAND	OR	\$17,777	\$6,573	7	91977	CA	\$3,890	\$3,205
8	SARASOTA	FL	\$6,345	\$5,052	8	92040	CA	\$4,931	\$3,089
9	DALLAS	TX	\$13,375	\$5,016	9	92009	CA	\$3,638	\$3,012
10	STATEN ISLAND	NY	\$9,566	\$4,818	10	90650	CA	\$5,023	\$2,978

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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