

HECM Trends

HECMs Endorsed thru June 2017

Next Release Date: Week 3 of September



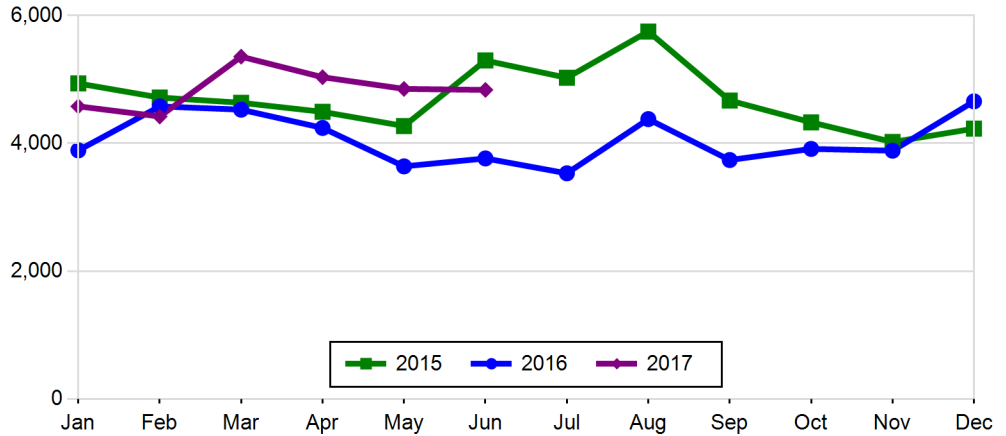
REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2014	52,949	-13.1 %
2015	56,363	6.4 %
2016	48,732	-13.5 %
YTD		
Year	Units	% Chg.
Jun 16	24,634	-13.1 %
Jun 17	29,072	18.0 %

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	6,980	25.7 %	1	LOS ANGELES	CA	350	30.1 %			
2	Florida	2,536	22.6 %	2	DENVER	CO	295	41.8 %			
3	Texas	2,157	13.7 %	3	SAN DIEGO	CA	264	32.7 %			
4	Colorado	1,589	76.6 %	4	WASHINGTON	DC	199	38.2 %			
5	New York	1,151	3.8 %	5	LAS VEGAS	NV	198	41.4 %			
6	Arizona	1,100	20.2 %	6	HOUSTON	TX	189	-7.8 %			
7	Washington	996	43.7 %	7	MIAMI	FL	179	4.7 %			
8	Oregon	720	44.3 %	8	PHOENIX	AZ	153	36.6 %			
9	Pennsylvania	713	6.1 %	8	PORTLAND	OR	153	34.2 %			
10	North Carolina	675	10.5 %	10	AUSTIN	TX	145	12.4 %			
18,617				24.8 %				2,125		25.7 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth		
1	LOS ANGELES	CA	1,670	28.8 %	1	84790	UT	66	-4.3 %		
2	SAN DIEGO	CA	775	38.6 %	2	32162	FL	61	-10.3 %		
3	MARICOPA	AZ	667	16.8 %	3	90047	CA	45	125.0 %		
4	ORANGE	CA	660	25.0 %	4	95648	CA	44	-13.7 %		
5	RIVERSIDE	CA	594	26.7 %	5	20011	DC	43	34.4 %		
6	SAN BERNARDINO	CA	359	25.5 %	6	90043	CA	38	52.0 %		
7	KING	WA	339	68.7 %	6	92056	CA	38	40.7 %		
8	CLARK	NV	305	29.2 %	6	80014	CO	38	58.3 %		
9	HARRIS	TX	296	-1.0 %	9	20002	DC	37	48.0 %		
10	MIAMI-DADE	FL	294	31.3 %	9	80247	CO	37	1,133.3 %		
5,959				27.6 %				447		29.9 %	

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2015	2,198	8.8 %
2016	2,105	-4.2 %

Month	Active Originators	% Chg.
Jun 16	626	-14.9 %
Jun 17	719	14.9 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Jun 16	11 %	-20 %
Jun 17	16 %	100 %

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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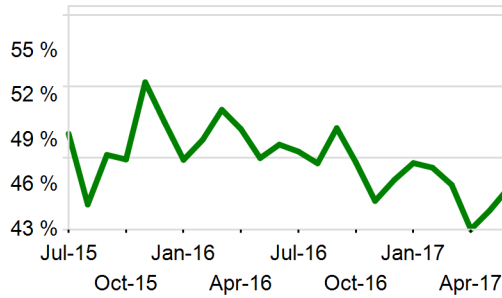
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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	5,278
2	0	ONE REVERSE MORTGAGE LL	1,496
3	2	REVERSE MORTGAGE FUNDIN	1,325
4	-1	LIBERTY HOME EQUITY SOL	1,054
5	1	FINANCE OF AMERICA REVE	887
6	1	SYNERGY ONE LENDING INC	817
7	2	NATIONWIDE EQUITIES COR	664
8	0	LIVE WELL FINANCIAL INC	566
9	1	HIGHTECHLENDING INC	565
10	3	REVERSE MORTGAGESCOM IN	545
Total:			13,197

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	143	1.5	1	90043	CA	31	1.0
2	SAN DIEGO	CA	93	1.5	2	90047	CA	30	1.1
3	DENVER	CO	81	1.6	2	92056	CA	30	1.0
4	MIAMI	FL	68	1.4	4	32162	FL	27	1.4
5	LONG BEACH	CA	58	1.1	4	90650	CA	27	1.0
6	RIVERSIDE	CA	56	1.0	6	80247	CO	24	1.1
7	SAN JOSE	CA	54	1.4	6	92692	CA	24	1.1
8	ANAHEIM	CA	52	1.1	8	92220	CA	23	1.1
9	PHOENIX	AZ	51	1.5	8	90746	CA	23	1.0
10	SACRAMENTO	CA	50	1.4	10	92677	CA	22	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	16.7 %
2	UT	5.3 %	2	Opa Locka	FL	15.3 %
3	CA	4.3 %	3	Compton	CA	13.6 %
4	MD	4.0 %	4	Hialeah	FL	11.8 %
5	NV	3.8 %	5	Lady Lake	FL	10.2 %
6	CO	3.7 %	6	Jamaica	NY	10.0 %
7	OR	3.6 %	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	9.1 %

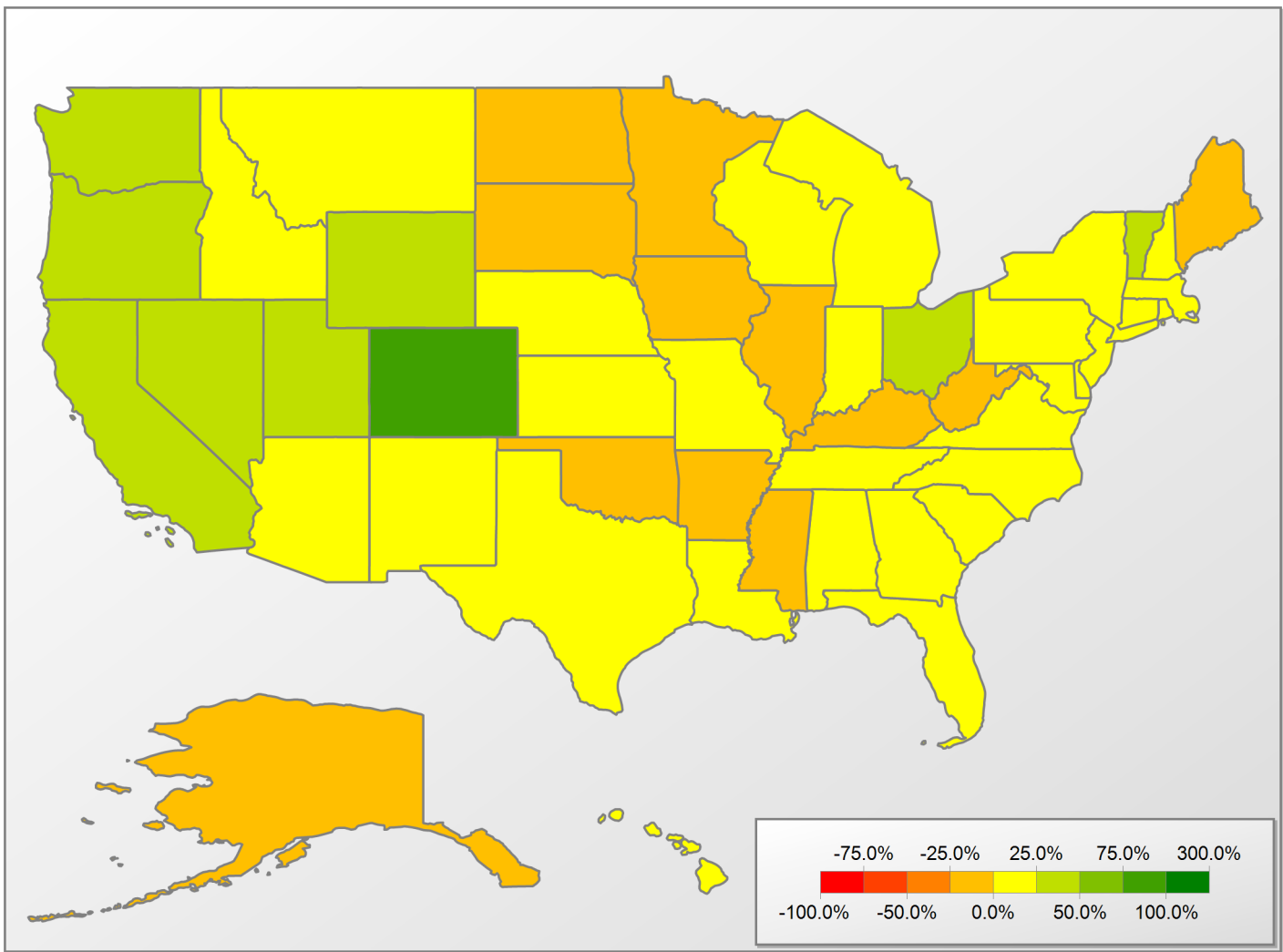
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	BLUFFTON	SC	\$316	\$112	1	43123	OH	\$299	\$129
2	SPOKANE	WA	\$264	\$83	2	92260	CA	\$442	\$88
3	VANCOUVER	WA	\$307	\$66	3	80003	CO	\$344	\$87
4	INGLEWOOD	CA	\$522	\$66	4	92056	CA	\$479	\$85
5	PLANO	TX	\$291	\$60	5	92026	CA	\$460	\$80
6	LA MESA	CA	\$529	\$59	6	90638	CA	\$529	\$79
7	SEATTLE	WA	\$541	\$57	7	90018	CA	\$573	\$77
8	NORWALK	CA	\$453	\$57	8	90044	CA	\$399	\$67
9	HAYWARD	CA	\$552	\$57	9	91942	CA	\$513	\$64
10	WESTMINSTER	CO	\$318	\$56	10	89134	NV	\$344	\$60

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	LOS ANGELES	CA	\$178,999	\$48,691	1	90047	CA	\$18,520	\$10,950
2	SAN DIEGO	CA	\$134,781	\$35,709	2	90746	CA	\$14,201	\$9,374
3	WASHINGTON	DC	\$99,091	\$30,336	3	90638	CA	\$13,221	\$8,719
4	DENVER	CO	\$100,272	\$29,113	4	92677	CA	\$16,750	\$8,182
5	OAKLAND	CA	\$49,489	\$23,931	5	90620	CA	\$12,199	\$7,857
6	LONG BEACH	CA	\$47,866	\$20,004	6	90650	CA	\$14,053	\$7,713
7	AURORA	CO	\$41,294	\$19,731	7	90043	CA	\$20,090	\$7,596
8	PORTLAND	OR	\$61,228	\$17,733	8	92056	CA	\$18,192	\$7,558
9	LAS VEGAS	NV	\$54,214	\$17,593	9	92675	CA	\$11,665	\$7,535
10	ANAHEIM	CA	\$42,174	\$15,890	10	20011	DC	\$23,685	\$7,419

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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