Industry Data and Trends

Data as of March 2011		Next Release Date: Week 3 of May

REVERSE MARKET
INSIGHT

Sales Performance

Year Over Year Endorsement Trend
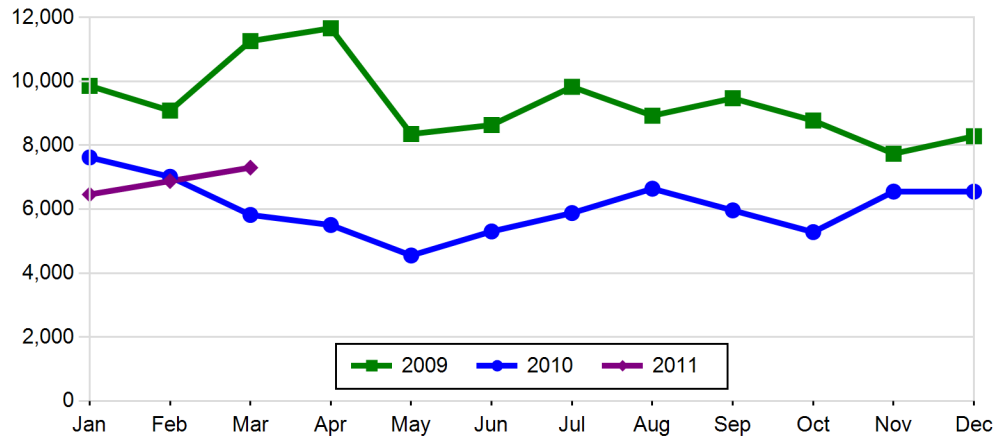
Endorsement Growth Rate

Year	Units	% Chg.
2008	115,157	6.4 %
2009	111,864	-2.9 %
2010	72,683	-35.0 %

YTD	Units	% Chg.
Mar 10	20,456	-32.3 %
Mar 11	20,642	0.9 %

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)

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

Rank	State	Units	Growth	Rank	City	St	Units	Growth
1	California	2,966	2.0 %	1	PHILADELPHIA	PA	290	49.5 %
2	Texas	1,747	6.7 %	2	BALTIMORE	MD	210	-45.6 %
3	Florida	1,447	-27.3 %	3	HOUSTON	TX	182	9.6 %
4	New York	1,234	4.2 %	4	WASHINGTON	DC	167	-0.6 %
5	Pennsylvania	944	38.4 %	5	BROOKLYN	NY	160	-4.2 %
6	New Jersey	890	21.8 %	6	LOS ANGELES	CA	157	-4.3 %
7	Virginia	848	14.1 %	7	CHICAGO	IL	152	-58.7 %
8	Maryland	720	-22.6 %	8	SAN ANTONIO	TX	142	24.6 %
9	Washington	550	-7.1 %	9	MIAMI	FL	141	-52.0 %
10	North Carolina	542	46.9 %	10	SAN DIEGO	CA	113	24.2 %
		11,888	1.0 %				1,714	-18.8 %

Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	815	-2.4 %	1	20011	DC	46	35.3 %
2	ORANGE	CA	362	8.7 %	2	19143	PA	32	68.4 %
3	SAN DIEGO	CA	317	23.8 %	3	32162	FL	30	25.0 %
4	PHILADELPHIA	PA	290	49.5 %	4	21215	MD	28	-49.1 %
5	COOK	IL	281	-48.0 %	5	00926	PR	23	-8.0 %
6	HARRIS	TX	236	-7.1 %	6	21229	MD	22	-43.6 %
7	MIAMI-DADE	FL	224	-53.1 %	7	60628	IL	21	-40.0 %
8	MARICOPA	AZ	212	-4.9 %	8	11203	NY	20	-16.7 %
9	SUFFOLK	NY	189	-11.7 %	9	00725	PR	19	111.1 %
10	NASSAU	NY	181	12.4 %	9	20002	DC	19	-24.0 %
			3,107	-10.9 %				260	-10.0 %

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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

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2009	3,152	6.8 %
2010	2,287	-27.4 %

Month	Active Lenders	% Chg.
Mar 10	880	-32.5 %
Mar 11	669	-24.0 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2009	9 %	128 %
2010	6 %	-58 %

Mth	% Refi	% Chg.
Mar 10	6 %	-66 %
Mar 11	5 %	7 %

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 (949) 429-0452 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.
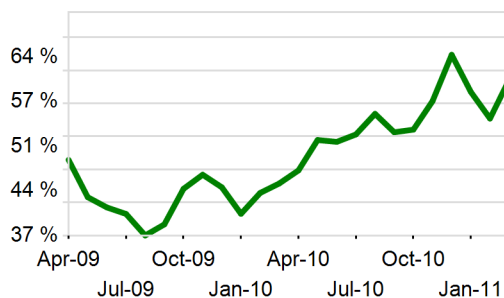
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Competitive Landscape -YTD

Endorsement and Lender Trends

Top Ten Market Share Two Year Trend

Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	5,231
2	0	BANK OF AMERICA NA CHAR	2,320
3	1	METLIFE BANK	1,419
4	-1	ONE REVERSE MORTGAGE LL	1,015
5	1	GENERATION MORTGAGE COM	425
6	1566	UNKNOWN	409
7	7	AMERICAN ADVISORS GROUP	333
8	14	GENWORTH FINANCIAL HM E	249
9	-1	GUARDIAN FIRST FUNDING	244
10	-1	REVERSE MORTGAGE USA IN	237
		Total:	11,882

Active Lender Rank by Geographic Area

Rank	City	St	Act Lndrs	Avg. Unit/Mo	Rank	Zip	St	Act Lndrs	Avg. Unit/Mo
1	LOS ANGELES	CA	53	2.2	1	20011	DC	20	1.7
2	BROOKLYN	NY	50	2.0	2	11203	NY	15	1.3
3	MIAMI	FL	45	1.9	3	19143	PA	14	1.6
4	BALTIMORE	MD	44	3.4	3	60628	IL	14	1.2
4	CHICAGO	IL	44	2.2	5	32162	FL	13	1.6
6	PHILADELPHIA	PA	42	4.4	6	92646	CA	11	1.2
7	SAN DIEGO	CA	38	1.9	6	92677	CA	11	1.1
8	WASHINGTON	DC	33	2.9	6	20020	DC	11	1.1
9	HOUSTON	TX	30	3.7	6	23462	VA	11	1.0
10	SAN ANTONIO	TX	25	3.6	6	23701	VA	11	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.4 %	1	Opa Locka	FL	17.9 %
2	MD	4.4 %	2	Compton	CA	14.2 %
3	UT	4.3 %	3	Hialeah	FL	12.9 %
4	CA	4.1 %	4	Portsmouth	VA	9.7 %
5	NV	4.0 %	5	Apple Valley	CA	8.9 %
6	OR	3.8 %	6	Miami	FL	8.7 %
7	CO	3.6 %	7	Sun City	CA	8.7 %
8	FL	3.5 %	8	Hesperia	CA	8.6 %
9	CT	3.3 %	9	Norfolk	VA	8.5 %
10	HI	3.2 %	10	Washington	DC	8.4 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	ASHEVILLE	NC	$280	$67	1	20002	DC	$430	$73
2	RALEIGH	NC	$251	$56	2	20010	DC	$519	$61
3	NASHVILLE	TN	$229	$55	3	23320	VA	$303	$46
4	MISSION VIEJO	CA	$501	$54	4	20011	DC	$413	$17
5	BAKERSFIELD	CA	$212	$52	5	78228	TX	$98	$15
6	CHARLOTTE	NC	$220	$50	6	23223	VA	$125	$12
7	OCALA	FL	$250	$47	7	23464	VA	$254	$9
8	LAS VEGAS	NV	$257	$43	8	19143	PA	$110	$8
9	ROSEVILLE	CA	$333	$43	9	08757	NJ	$125	$4
10	FRESNO	CA	$247	$41	10	19150	PA	$142	$3

Geography Rank by Total MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	PHILADELPHIA	PA	$42,118	$12,472	1	20011	DC	$18,997	$5,547
2	SAN DIEGO	CA	$51,483	$10,775	2	84790	UT	$4,759	$3,779
3	MISSION VIEJO	CA	$13,526	$6,826	3	90019	CA	$8,173	$3,678
4	ANAHEIM	CA	$11,906	$5,824	4	08753	NJ	$5,495	$3,320
5	WASHINGTON	DC	$67,427	$5,128	5	92026	CA	$5,064	$2,879
6	ALBUQUERQUE	NM	$15,418	$5,119	6	20010	DC	$7,778	$2,751
7	CHARLOTTE	NC	$9,449	$5,025	7	23320	VA	$4,550	$2,238
8	RICHMOND	VA	$13,133	$4,981	8	19143	PA	$3,504	$1,579
9	TOMS RIVER	NJ	$8,086	$4,975	9	19146	PA	$2,783	$1,485
10	ORANGE	CA	$9,395	$4,619	10	08757	NJ	$2,258	$1,408

YTD Endorsement Growth Heatmap

Legend:
-100.0% -75.0% -50.0% -25.0% 0.0% 25.0% 50.0% 75.0% 100.0% 131.0%
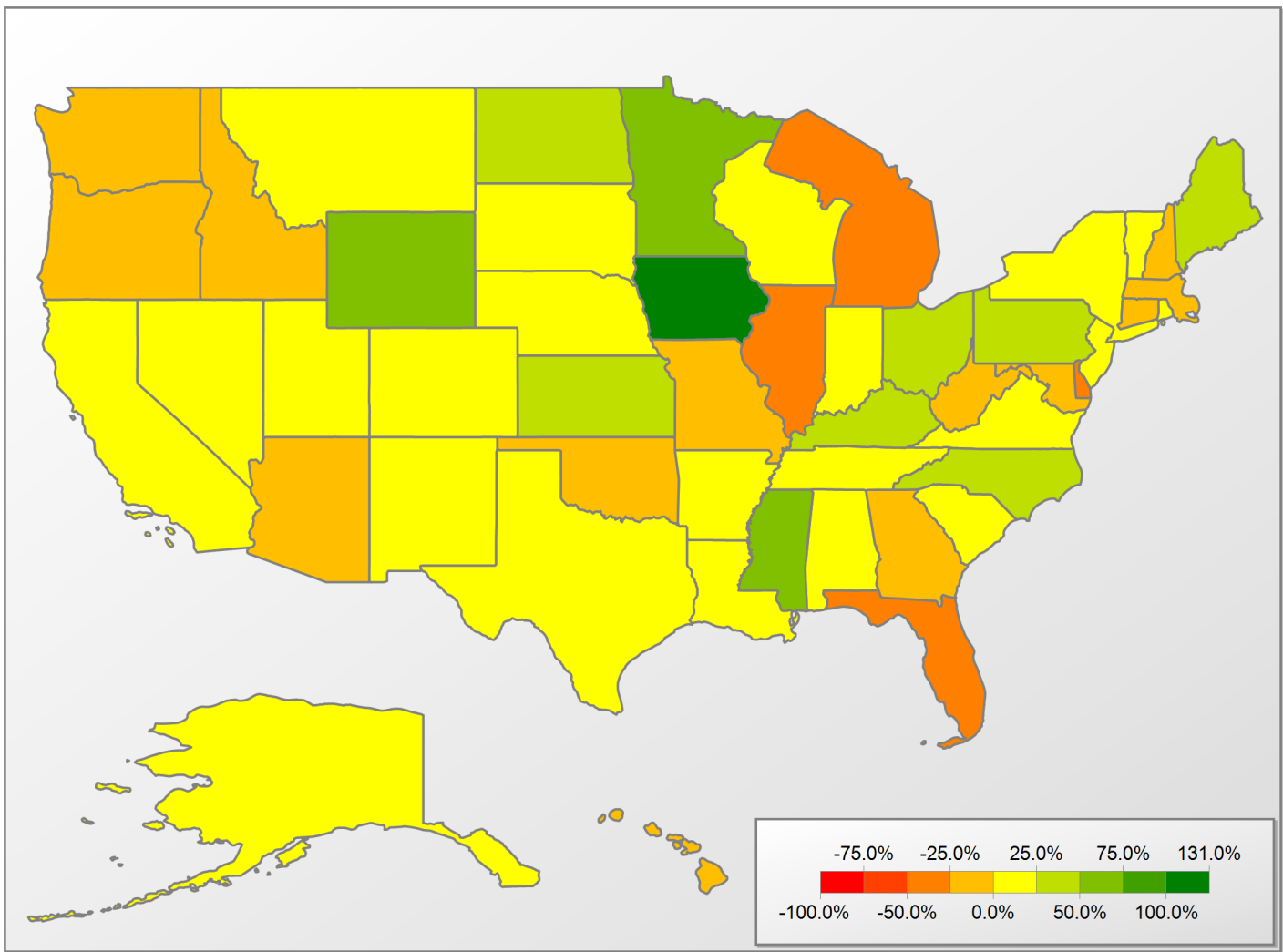
Definitions

Active Lenders:
Count - Number of lenders with at least one endorsement in the given time period.
Percent Change - The percentage change in the count of active lenders period over period.

Average Loans per Lender:
A metric calculated by taking the number of endorsements in a given month divided by the number of active lenders in the same month. An overall average per lender is then calculated for all months in the same period.

Market Share:
A measure of all-inclusive success in a market relative to other lenders. Percent of total endorsements originated by a given lender.

Penetration:
Percent of Target Market with an active Reverse Mortgage in service as of report date.

Rank by Lender:
Lender 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.