

# HECM Trends

HECMs Endorsed thru April 2012

Next Release Date: Week 3 of July



## Endorsement Growth Rate

Year	Units	% Chg.
2009	111,864	-2.9 %
2010	72,683	-35.0 %
2011	68,566	-5.7 %

YTD	Units	% Chg.
Apr 11	26,761	3.1 %
Apr 12	19,545	-27.0 %

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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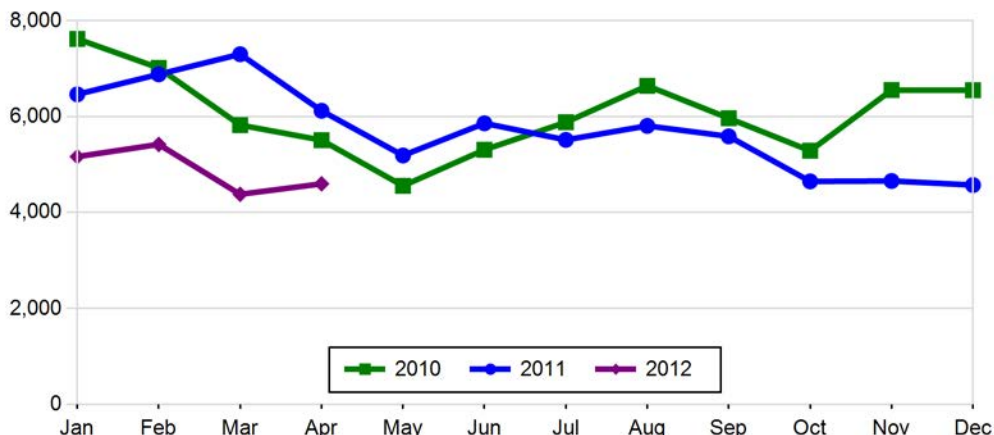
**Media Inquiries:**  
We are happy to assist members of the media with commentary or special data requests

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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	2,598	-32.0 %	1	PHILADELPHIA	PA	255	-27.4 %	
2	Texas	1,682	-27.1 %	2	HOUSTON	TX	166	-29.4 %	
3	New York	1,475	-7.3 %	3	BROOKLYN	NY	150	-24.6 %	
4	Florida	1,219	-34.1 %	4	WASHINGTON	DC	148	-30.8 %	
5	Pennsylvania	931	-22.2 %	5	LOS ANGELES	CA	144	-26.2 %	
6	New Jersey	829	-27.6 %	6	BALTIMORE	MD	141	-45.3 %	
7	Virginia	704	-36.6 %	7	CHICAGO	IL	138	-28.1 %	
8	North Carolina	573	-19.9 %	8	MIAMI	FL	137	-24.7 %	
9	Maryland	548	-40.5 %	9	SAN ANTONIO	TX	102	-44.0 %	
10	Illinois	510	-25.9 %	10	SAN DIEGO	CA	97	-34.0 %	
<b>11,069</b>				<b>1,478</b>				<b>-31.4 %</b>	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	747	-28.3 %	1	84790	UT	52	100.0 %
2	SAN DIEGO	CA	280	-30.5 %	2	32162	FL	43	2.4 %
3	ORANGE	CA	277	-36.8 %	3	20011	DC	35	-47.8 %
4	COOK	IL	262	-26.6 %	4	19143	PA	26	-29.7 %
5	SUFFOLK	NY	256	2.8 %	5	20002	DC	23	0.0 %
6	PHILADELPHIA	PA	255	-27.4 %	6	00957	PR	20	0.0 %
7	MIAMI-DADE	FL	239	-17.0 %	6	00725	PR	20	-25.9 %
8	HARRIS	TX	231	-26.7 %	8	00926	PR	19	-40.6 %
9	NASSAU	NY	228	-2.6 %	9	11434	NY	18	100.0 %
10	QUEENS	NY	203	-1.0 %	9	11203	NY	18	-25.0 %
<b>2,978</b>				<b>274</b>				<b>-10.7 %</b>	

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## Commercially thinking companies rely on ReverseVision

### SaaS

ReverseVision is offered as *Software as a Service*.  
Low fixed costs provide a high *Return on investment*.

### Low TCO

ReverseVision Inc. takes care of hosting, upgrades and new regulations, minimizing *Total Cost of Ownership*.



**Originator Growth Rate**  
(unique origination companies in period)

Year	Active Originators	% Chg.
2010	2,283	-27.3 %
2011	2,028	-11.2 %

Month	Active Originators	% Chg.
Apr 11	663	-18.6 %
Apr 12	655	-1.2 %

**Refinance Transactions**  
(% of endorsements)

Year	% Refi	% Chg.
2010	6 %	-58 %
2011	3 %	-44 %

Mth	% Refi	% Chg.
Apr 11	4 %	-24 %
Apr 12	3 %	-40 %

**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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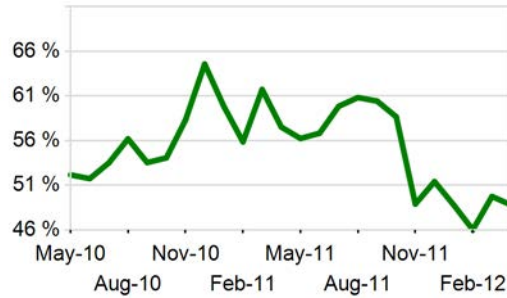
- Wholesale Lending
- Correspondent Lending
- Aggregation Partnering



# Competitive Landscape -YTD

**Endorsement and Originator Trends**

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	2	METLIFE BANK	3,283
2	2	ONE REVERSE MORTGAGE LL	1,647
3	4	AMERICAN ADVISORS GROUP	942
4	4	GENWORTH FINANCIAL HM E	822
5	9	THE FIRST NATIONAL BANK	552
6	0	URBAN FINANCIAL GROUP	549
7	5	SECURITY ONE LENDING	542
8	-3	GENERATION MORTGAGE COM	444
9	1	REVERSE MORTGAGE USA IN	378
10	3	NEW DAY FINANCIAL LLC	251
Total:			9,410

**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	67	1.5	1	32162	FL	17	1.5
2	BROOKLYN	NY	53	1.6	2	92646	CA	15	1.0
3	PHILADELPHIA	PA	47	3.2	3	20011	DC	14	1.5
4	MIAMI	FL	45	1.7	3	11434	NY	14	1.2
5	BALTIMORE	MD	42	1.9	3	11413	NY	14	1.1
6	SAN DIEGO	CA	41	1.5	3	11203	NY	14	1.1
7	HOUSTON	TX	36	2.3	7	11207	NY	12	1.0
8	WASHINGTON	DC	33	2.3	7	90066	CA	12	1.0
8	CHICAGO	IL	33	2.2	9	11213	NY	11	1.1
10	DALLAS	TX	29	1.6	9	95747	CA	11	1.0

**Penetration Rank by Geographic Area**

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.0 %	1	Opa Locka	FL	17.9 %
2	UT	4.8 %	2	Compton	CA	14.3 %
3	MD	4.7 %	3	Hialeah	FL	13.2 %
4	CA	4.3 %	4	Portsmouth	VA	10.3 %
5	OR	4.1 %	5	Norfolk	VA	9.0 %
6	NV	4.1 %	6	Washington	DC	9.0 %
7	CO	3.7 %	7	Miami	FL	8.9 %
8	FL	3.7 %	8	Jamaica	NY	8.8 %
9	CT	3.5 %	9	Apple Valley	CA	8.7 %
10	DE	3.4 %	10	Sun City	CA	8.6 %

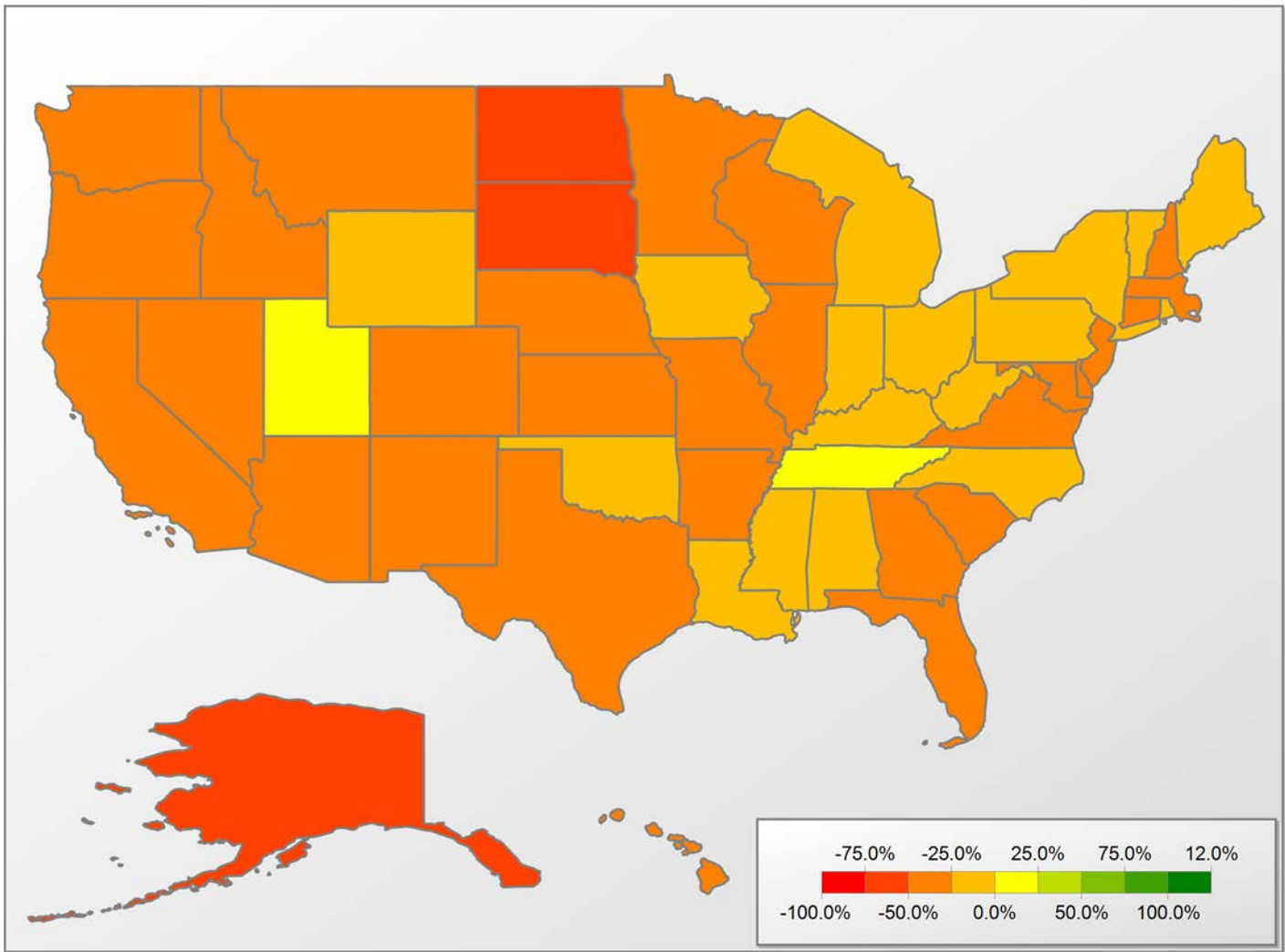
**Geography Rank by Avg MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	CARLSBAD	CA	\$524	\$59	1	92253	CA	\$487	\$114
2	PENSACOLA	FL	\$185	\$58	2	20017	DC	\$393	\$62
3	WILMINGTON	DE	\$238	\$56	3	95648	CA	\$391	\$52
4	ATLANTA	GA	\$309	\$55	4	08753	NJ	\$331	\$49
5	AMARILLO	TX	\$137	\$41	5	19145	PA	\$165	\$47
6	ORLANDO	FL	\$198	\$32	6	20011	DC	\$457	\$45
7	DALLAS	TX	\$213	\$29	7	10312	NY	\$452	\$37
8	INDIANAPOLIS	IN	\$164	\$27	8	08050	NJ	\$264	\$36
9	FORT WORTH	TX	\$145	\$24	9	92646	CA	\$542	\$22
10	SAINT LOUIS	MO	\$158	\$19	10	19131	PA	\$131	\$21

**Geography Rank by Total MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SAINT GEORGE	UT	\$15,216	\$4,587	1	84790	UT	\$15,262	\$7,663
2	KANSAS CITY	MO	\$5,664	\$2,258	2	11213	NY	\$7,332	\$4,176
3	JAMAICA	NY	\$14,166	\$2,186	3	20017	DC	\$4,718	\$3,392
4	AMARILLO	TX	\$3,289	\$1,369	4	84121	UT	\$4,073	\$2,780
5	KNOXVILLE	TN	\$4,881	\$1,143	5	11434	NY	\$5,938	\$2,525
6	PENSACOLA	FL	\$4,428	\$1,018	6	10312	NY	\$5,420	\$2,515
7	RIVERSIDE	CA	\$4,668	\$851	7	11580	NY	\$4,590	\$2,363
8	HENDERSON	NV	\$4,518	\$814	8	84770	UT	\$4,731	\$1,700
9	WILMINGTON	DE	\$5,717	\$802	9	90066	CA	\$7,273	\$1,659
10	BATON ROUGE	LA	\$5,374	\$701	10	11758	NY	\$6,796	\$1,485

# 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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