

# HECM Trends

HECMs Endorsed thru August 2012

Next Release Date: Week 3 of November



## Endorsement Growth Rate

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

YTD	Units	% Chg.
Aug 11	49,118	1.6 %
Aug 12	37,121	-24.4 %

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

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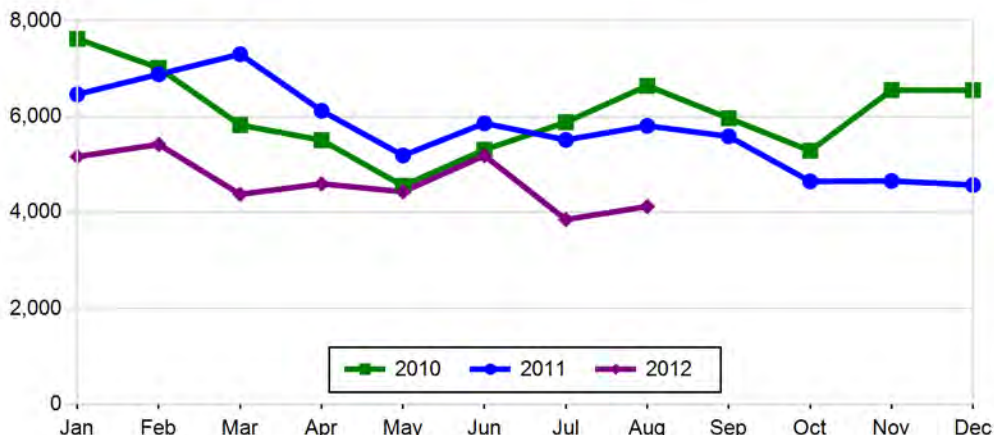
**Media Inquiries:**  
We are happy to assist members of the media with commentary or special data requests

John K. Lunde, President  
[john@rminsight.net](mailto:john@rminsight.net)

Ph.: (949) 429-0452

## 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	4,908	-26.7 %	1	PHILADELPHIA	PA	472	-33.2 %	
2	Texas	3,272	-23.7 %	2	BROOKLYN	NY	319	-11.4 %	
3	New York	2,719	-8.8 %	3	HOUSTON	TX	301	-30.6 %	
4	Florida	2,325	-28.9 %	4	LOS ANGELES	CA	281	-18.6 %	
5	Pennsylvania	1,757	-23.2 %	5	CHICAGO	IL	266	-26.9 %	
6	New Jersey	1,516	-27.1 %	6	WASHINGTON	DC	265	-31.3 %	
7	Virginia	1,304	-31.0 %	7	BALTIMORE	MD	261	-45.9 %	
8	North Carolina	1,044	-19.7 %	8	MIAMI	FL	242	-21.9 %	
9	Puerto Rico	1,021	-11.8 %	9	SAN ANTONIO	TX	204	-37.8 %	
10	Maryland	1,015	-40.1 %	10	SAN DIEGO	CA	189	-29.7 %	
<b>20,881</b>				<b>2,800</b>				<b>-29.7 %</b>	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,409	-23.2 %	1	84790	UT	104	89.1 %
2	SAN DIEGO	CA	538	-24.0 %	2	32162	FL	74	-3.9 %
3	ORANGE	CA	537	-26.9 %	3	20011	DC	61	-43.0 %
4	COOK	IL	478	-29.6 %	4	20002	DC	45	-23.7 %
5	PHILADELPHIA	PA	472	-33.2 %	5	11203	NY	43	13.2 %
6	SUFFOLK	NY	445	-10.1 %	6	00725	PR	42	-23.6 %
7	HARRIS	TX	428	-28.5 %	7	19143	PA	41	-38.8 %
8	MIAMI-DADE	FL	412	-16.4 %	8	00926	PR	40	-28.6 %
9	RIVERSIDE	CA	404	1.8 %	9	00949	PR	35	0.0 %
10	NASSAU	NY	392	-5.8 %	10	11434	NY	33	37.5 %
<b>5,515</b>				<b>518</b>				<b>-9.6 %</b>	

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Low fixed costs provide a high *Return on investment*.

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

Year	Active Originators	% Chg.
2010	2,284	-27.4 %
2011	2,030	-11.1 %

Month	Active Originators	% Chg.
Aug 11	603	-21.9 %
Aug 12	536	-11.1 %

**Refinance Transactions**  
(% of endorsements)

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

Mth	% Refi	% Chg.
Aug 11	3 %	-58 %
Aug 12	2 %	-50 %

**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.

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**RMPATH**

- 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	1	METLIFE BANK	5,077
2	2	ONE REVERSE MORTGAGE LL	3,279
3	3	AMERICAN ADVISORS GROUP	2,177
4	5	GENWORTH FINANCIAL HM E	1,514
5	7	THE FIRST NATIONAL BANK	1,408
6	4	SECURITY ONE LENDING	1,226
7	-2	URBAN FINANCIAL GROUP	1,025
8	-1	GENERATION MORTGAGE COM	843
9	-1	REVERSE MORTGAGE USA IN	769
10	1	NEW DAY FINANCIAL LLC	488
Total:			17,806

**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	94	1.5	1	11203	NY	27	1.1
2	BROOKLYN	NY	72	1.7	2	92646	CA	24	1.0
3	PHILADELPHIA	PA	64	3.0	3	32162	FL	23	1.5
4	SAN DIEGO	CA	61	1.6	3	11413	NY	23	1.0
5	MIAMI	FL	58	1.6	5	20011	DC	22	1.4
6	BALTIMORE	MD	51	2.0	6	11434	NY	19	1.3
7	HOUSTON	TX	44	2.3	7	95648	CA	18	1.2
7	CHICAGO	IL	44	2.1	7	11412	NY	18	1.1
9	WASHINGTON	DC	41	2.1	9	19138	PA	17	1.1
10	DALLAS	TX	39	1.5	10	90047	CA	16	1.2

**Penetration Rank by Geographic Area**

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.2 %	1	Opa Locka	FL	17.8 %
2	UT	5.0 %	2	Compton	CA	14.2 %
3	MD	4.8 %	3	Hialeah	FL	13.2 %
4	CA	4.4 %	4	Portsmouth	VA	10.4 %
5	OR	4.1 %	5	Norfolk	VA	9.2 %
6	NV	4.1 %	6	Washington	DC	9.2 %
7	CO	3.8 %	7	Jamaica	NY	9.1 %
8	FL	3.7 %	8	Miami	FL	9.0 %
9	DE	3.5 %	9	Baltimore	MD	8.7 %
10	CT	3.5 %	10	Apple Valley	CA	8.7 %

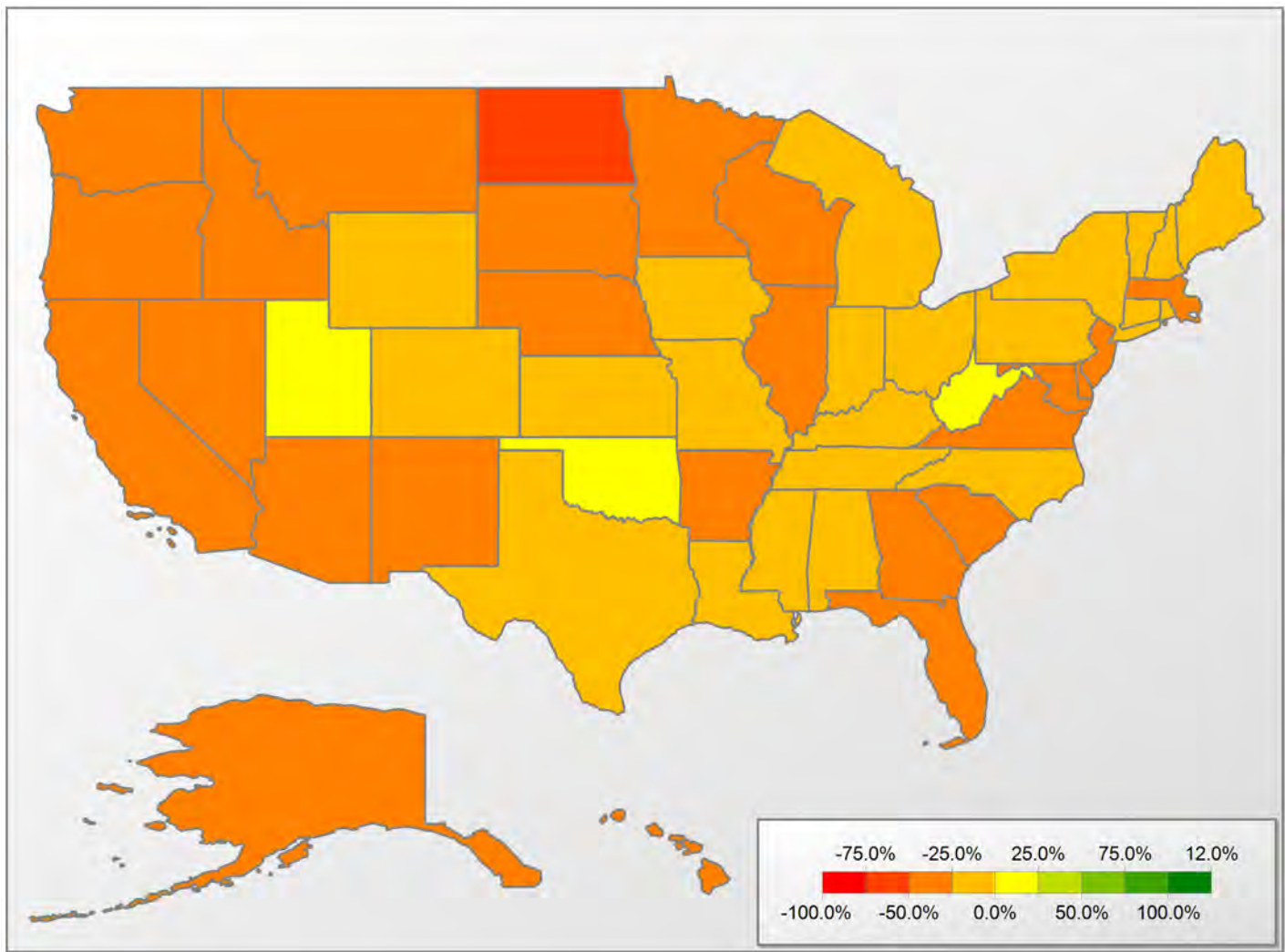
**Geography Rank by Avg MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	ATLANTA	GA	\$297	\$69	1	20002	DC	\$437	\$39
2	ORLANDO	FL	\$192	\$32	2	10312	NY	\$469	\$16
3	PENSACOLA	FL	\$163	\$30	3	95648	CA	\$382	\$13
4	PITTSBURGH	PA	\$147	\$27	4	32159	FL	\$158	\$12
5	KANSAS CITY	MO	\$173	\$26	5	11434	NY	\$342	\$5
6	FORT WORTH	TX	\$151	\$25	6	20011	DC	\$431	\$5
7	SAINT LOUIS	MO	\$168	\$23	7	70072	LA	\$135	\$3
8	LUBBOCK	TX	\$139	\$18	8	08753	NJ	\$278	\$3
9	JAMAICA	NY	\$361	\$18	9	60619	IL	\$121	\$1
10	TUCSON	AZ	\$250	\$17	10	08757	NJ	\$131	\$0

**Geography Rank by Total MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	KANSAS CITY	MO	\$9,018	\$3,723	1	84790	UT	\$31,541	\$13,912
2	JAMAICA	NY	\$26,374	\$3,710	2	10312	NY	\$11,261	\$3,561
3	PENSACOLA	FL	\$8,634	\$1,166	3	11434	NY	\$11,280	\$3,192
4	OKLAHOMA CITY	OK	\$10,847	\$1,148	4	84770	UT	\$9,775	\$1,842
5	RIVERSIDE	CA	\$9,625	\$1,134	5	11203	NY	\$16,001	\$1,175
6	KNOXVILLE	TN	\$10,791	\$1,115	6	94595	CA	\$8,470	\$1,140
7	HENDERSON	NV	\$8,293	\$1,024	7	32159	FL	\$3,795	\$432
8	OCEANSIDE	CA	\$14,522	\$963	8	19131	PA	\$3,054	(\$131)
9	METAIRIE	LA	\$9,914	\$960	9	70072	LA	\$3,247	(\$183)
10	FRESNO	CA	\$8,897	\$824	10	60619	IL	\$2,906	(\$210)

# 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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