

# HECM Trends

HECMs Endorsed thru March 2014

Next Release Date: Week 3 of June



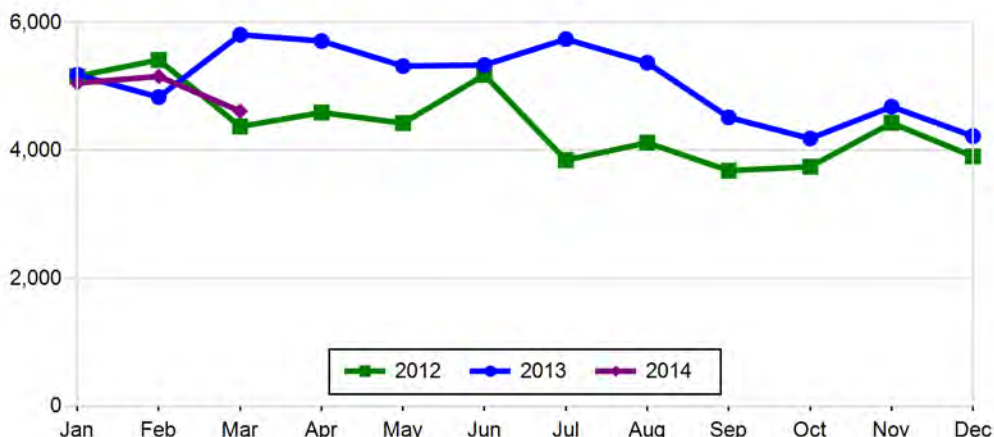
## Endorsement Growth Rate

Year	Units	% Chg.
2011	68,566	-5.7 %
2012	52,883	-22.9 %
2013	60,929	15.2 %

YTD	Units	% Chg.
Mar 13	15,831	5.9 %
Mar 14	14,827	-6.3 %

## Sales Performance

Year Over Year Endorsement Trend



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

Rank	State	Units	Growth
1	California	2,606	24.1 %
2	Texas	1,046	-17.0 %
3	New York	994	-7.7 %
4	Florida	977	-1.9 %
5	Pennsylvania	650	-18.8 %
6	New Jersey	557	-2.3 %
7	Virginia	450	-18.8 %
8	Arizona	431	30.6 %
9	Illinois	383	-12.6 %
10	North Carolina	381	-24.0 %
		<b>8,475</b>	<b>-1.8 %</b>

Rank	City	St	Units	Growth
1	PHILADELPHIA	PA	145	-16.7 %
2	BROOKLYN	NY	122	-18.1 %
3	SAN DIEGO	CA	117	44.4 %
4	LOS ANGELES	CA	109	1.9 %
5	CHICAGO	IL	95	-13.6 %
6	WASHINGTON	DC	94	-21.0 %
7	MIAMI	FL	92	27.8 %
8	HOUSTON	TX	81	-19.0 %
9	BALTIMORE	MD	72	-19.1 %
10	SAN JOSE	CA	62	6.9 %
			<b>989</b>	<b>-6.6 %</b>

Rank	County	St	Units	Growth
1	LOS ANGELES	CA	618	14.9 %
2	SAN DIEGO	CA	314	30.8 %
3	ORANGE	CA	264	7.3 %
4	MARICOPA	AZ	244	41.0 %
5	RIVERSIDE	CA	214	18.2 %
6	COOK	IL	188	-14.2 %
7	SUFFOLK	NY	183	-3.2 %
8	MIAMI-DADE	FL	148	22.3 %
9	PHILADELPHIA	PA	145	-16.7 %
10	NASSAU	NY	144	11.6 %
			<b>2,462</b>	<b>11.4 %</b>

Rank	Zip	St	Units	Growth
1	84790	UT	37	-2.6 %
2	95648	CA	26	18.2 %
3	32162	FL	22	-43.6 %
4	20011	DC	21	-12.5 %
5	92056	CA	18	157.1 %
6	23322	VA	17	41.7 %
7	94595	CA	16	128.6 %
8	08757	NJ	15	50.0 %
8	95747	CA	15	114.3 %
8	19150	PA	15	50.0 %
			<b>202</b>	<b>14.8 %</b>

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

Year	Active Originators	% Chg.
2012	1,842	-8.9 %
2013	1,943	5.5 %

Month	Active Originators	% Chg.
Mar 13	736	10.0 %
Mar 14	691	-6.1 %

**Refinance Transactions**  
(% of endorsements)

Year	% Refi	% Chg.
2012	2 %	-46 %
2013	4 %	90 %

Mth	% Refi	% Chg.
Mar 13	2 %	6 %
Mar 14	3 %	33 %

**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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# Competitive Landscape -YTD

**Endorsement and Originator Trends**



Rank	Chg	Originator	Units
1	1	AMERICAN ADVISORS GROUP	1,870
2	2	ONE REVERSE MORTGAGE LL	1,233
3	-2	RMS/SECURITY ONE LENDIN	1,199
4	-1	LIBERTY HOME EQUITY SOL	1,179
5	0	PROFICIO MORTGAGE VENTU	559
6	1	URBAN FINANCIAL OF AMER	328
7	1	ASSOCIATED MORTGAGE BAN	239
8	2	GENERATION MORTGAGE COM	217
9	4	IREVERSE HOME LOANS LLC	156
10	9	NET EQUITY FINANCIAL IN	120
Total:			7,100

**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	55	1.4	1	92056	CA	14	1.1
2	SAN DIEGO	CA	48	1.6	2	90631	CA	13	1.0
2	MIAMI	FL	48	1.4	2	92028	CA	13	1.0
4	BROOKLYN	NY	45	1.8	4	92057	CA	12	1.0
5	PHILADELPHIA	PA	42	2.4	5	20011	DC	11	1.5
6	HOUSTON	TX	35	1.8	5	85375	AZ	11	1.2
7	WASHINGTON	DC	29	1.8	5	33175	FL	11	1.1
7	OCEANSIDE	CA	29	1.2	5	92563	CA	11	1.1
9	CHICAGO	IL	28	2.3	5	33165	FL	11	1.0
10	BALTIMORE	MD	27	1.7	10	11746	NY	10	1.0

**Penetration Rank by Geographic Area**

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.4 %	1	Opa Locka	FL	16.9 %
2	UT	5.6 %	2	Compton	CA	13.7 %
3	MD	4.9 %	3	Hialeah	FL	12.7 %
4	CA	4.5 %	4	Saint George	UT	12.1 %
5	OR	4.2 %	5	Portsmouth	VA	10.6 %
6	NV	4.1 %	6	Jamaica	NY	9.8 %
7	CO	4.0 %	7	Washington	DC	9.4 %
8	DE	3.7 %	8	Norfolk	VA	9.2 %
9	FL	3.6 %	9	Chesapeake	VA	9.0 %
10	CT	3.6 %	10	Lady Lake	FL	8.9 %

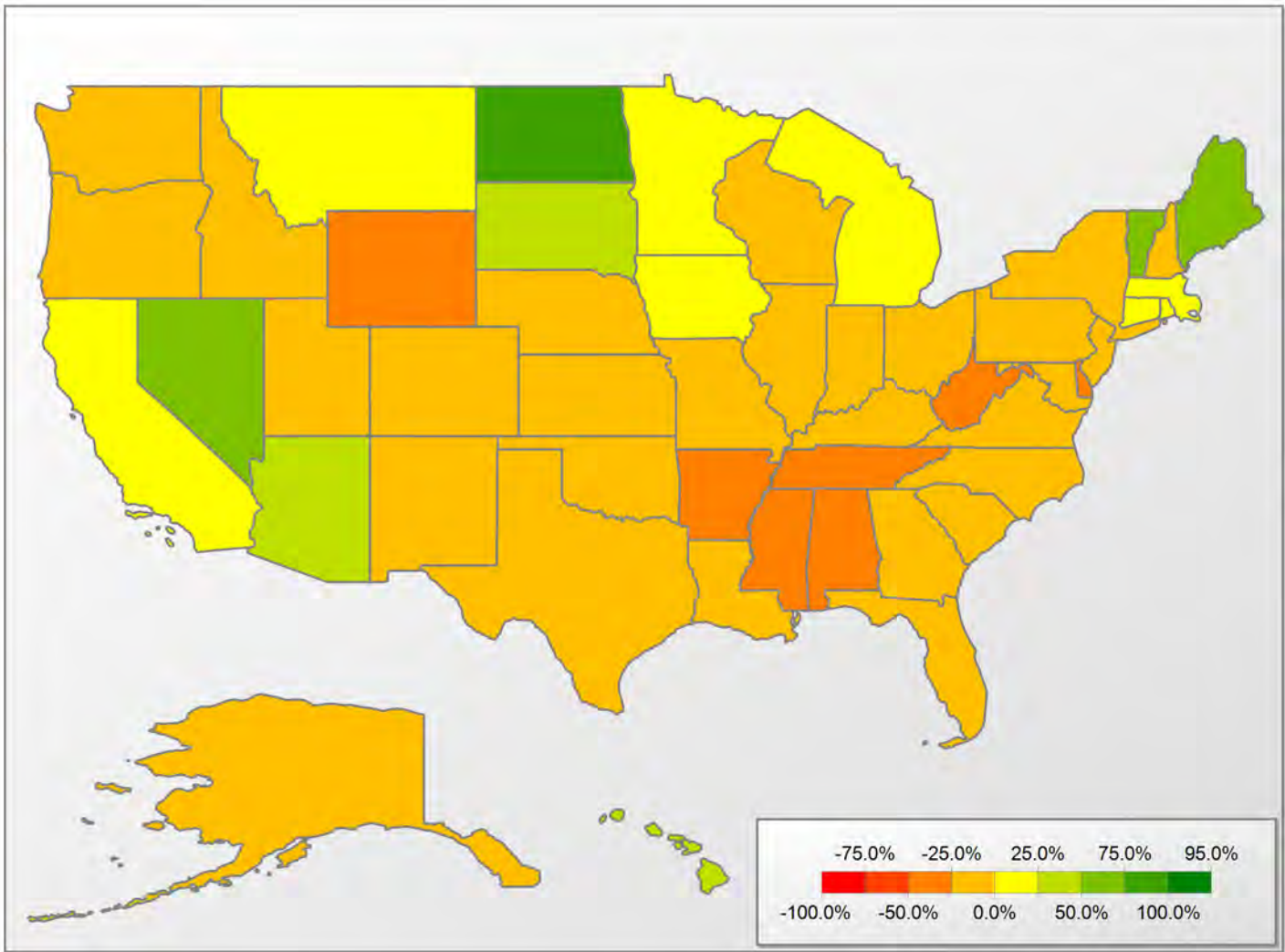
**Geography Rank by Avg MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	ALEXANDRIA	VA	\$492	\$85	1	92870	CA	\$523	\$155
2	LINCOLN	CA	\$434	\$81	2	94595	CA	\$490	\$139
3	AURORA	CO	\$260	\$79	3	92886	CA	\$609	\$139
4	HENDERSON	NV	\$268	\$72	4	95135	CA	\$508	\$123
5	WALNUT CREEK	CA	\$527	\$69	5	91342	CA	\$394	\$116
6	PORTLAND	OR	\$317	\$66	6	92056	CA	\$425	\$107
7	THE VILLAGES	FL	\$280	\$63	7	92028	CA	\$465	\$90
8	TOMS RIVER	NJ	\$192	\$63	8	95648	CA	\$434	\$81
9	BOYNTON BEACH	FL	\$292	\$62	9	92114	CA	\$335	\$78
10	HOUSTON	TX	\$204	\$61	10	11203	NY	\$460	\$75

**Geography Rank by Total MCA Growth**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SAN DIEGO	CA	\$54,721	\$18,392	1	92056	CA	\$7,653	\$5,429
2	OCEANSIDE	CA	\$15,337	\$9,836	2	94595	CA	\$7,842	\$5,385
3	COSTA MESA	CA	\$8,673	\$6,440	3	92028	CA	\$6,514	\$5,011
4	PHOENIX	AZ	\$13,164	\$6,231	4	92626	CA	\$5,957	\$4,814
5	MIAMI	FL	\$23,362	\$5,662	5	92886	CA	\$6,088	\$4,679
6	WALNUT CREEK	CA	\$13,163	\$5,382	6	93023	CA	\$5,486	\$4,626
7	SAN JOSE	CA	\$35,194	\$5,258	7	91342	CA	\$4,724	\$4,168
8	ROSEVILLE	CA	\$7,795	\$5,244	8	90630	CA	\$5,521	\$3,956
9	SAN FRANCISCO	CA	\$19,776	\$5,129	9	90631	CA	\$6,887	\$3,561
10	HENDERSON	NV	\$6,978	\$4,820	10	95648	CA	\$11,285	\$3,511

# 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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