

HECM Trends

HECMs Endorsed thru April 2017

Next Release Date: Week 3 of July



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	Units	% Chg.
Apr 16	17,232	-8.2 %
Apr 17	19,386	12.5 %

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)

Product/Solution Inquiries:

Looking for a tailored business solution? Call us for a free sample report on your business.

Media Inquiries:

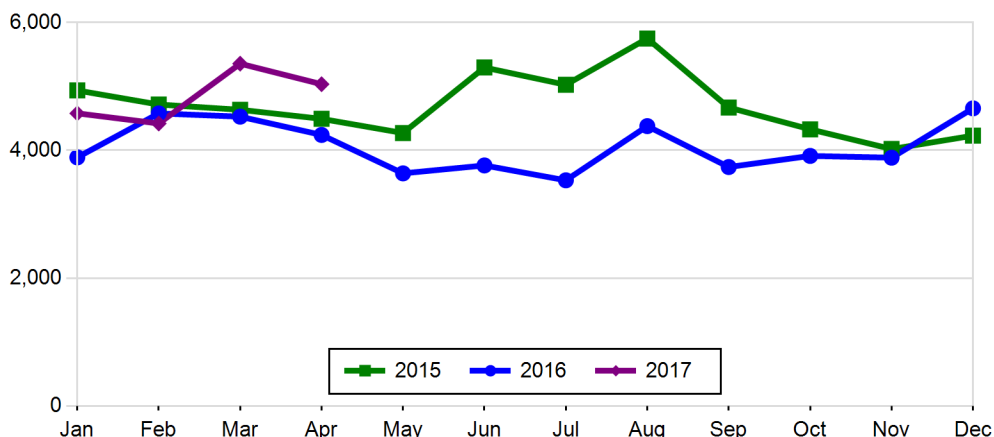
We are happy to assist members of the media with commentary or special data requests

John K. Lunde, President
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	4,629	19.3 %	1	DENVER	CO	277	84.7 %	
2	Florida	1,673	19.1 %	2	LOS ANGELES	CA	226	24.9 %	
3	Texas	1,443	10.7 %	3	SAN DIEGO	CA	177	31.1 %	
4	Colorado	1,074	69.4 %	4	LAS VEGAS	NV	142	36.5 %	
5	New York	798	-0.4 %	5	WASHINGTON	DC	128	20.8 %	
6	Arizona	710	19.1 %	6	MIAMI	FL	127	2.4 %	
7	Washington	675	38.3 %	7	HOUSTON	TX	124	-14.5 %	
8	Pennsylvania	493	8.6 %	8	PORTLAND	OR	115	59.7 %	
9	North Carolina	458	8.3 %	9	AUSTIN	TX	100	25.0 %	
10	Oregon	457	37.7 %	10	PHOENIX	AZ	97	19.8 %	
12,410				20.3 %				1,513	
28.4 %									
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,071	15.0 %	1	32162	FL	45	-8.2 %
2	SAN DIEGO	CA	500	35.9 %	2	84790	UT	43	-21.8 %
3	ORANGE	CA	440	19.2 %	3	80247	CO	33	Infinity
4	MARICOPA	AZ	426	16.1 %	4	90047	CA	29	163.6 %
5	RIVERSIDE	CA	391	21.8 %	4	20011	DC	29	16.0 %
6	SAN BERNARDINO	CA	255	21.4 %	6	92056	CA	28	64.7 %
7	KING	WA	226	60.3 %	7	20002	DC	26	36.8 %
8	CLARK	NV	218	31.3 %	7	95648	CA	26	-3.7 %
9	ALAMEDA	CA	199	27.6 %	9	80014	CO	24	33.3 %
10	HARRIS	TX	194	-7.6 %	9	94513	CA	24	60.0 %
3,920				21.0 %				307	
30.1 %									

*Paid Advertisement

Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2015	2,196	8.8 %
2016	2,102	-4.3 %

Month	Active Originators	% Chg.
Apr 16	692	3.0 %
Apr 17	784	13.3 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2015	10.6 %	6 %
2016	11.3 %	-1 %

Mth	% Refi	% Chg.
Apr 16	8.9 %	-1 %
Apr 17	14.4 %	6 %

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 (682) 651-5632 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.

Visit us on the web at www.rminsight.net

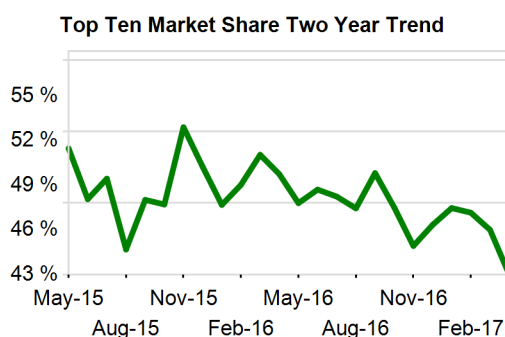
*Paid Advertisement

This Ad Space is available.

Please see our [media kit](#) for more information.

Competitive Landscape -YTD

Endorsement and Originator Trends



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	3,461
2	0	ONE REVERSE MORTGAGE LL	1,023
3	2	REVERSE MORTGAGE FUNDIN	909
4	0	LIBERTY REVERSE MORTGAG	785
5	1	FINANCE OF AMERICA REVE	579
6	1	MUTUAL OF OMAHA MORTGAG	532
7	2	NATIONWIDE EQUITIES COR	427
8	2	HIGHTECHLENDING INC	420
9	7	REVERSE MORTGAGESCOM IN	361
10	-2	LIVE WELL FINANCIAL INC	358
Total:			8,855

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	107	1.5	1	32162	FL	23	1.5
2	DENVER	CO	80	1.9	1	80247	CO	23	1.1
3	SAN DIEGO	CA	77	1.5	3	90047	CA	22	1.1
4	MIAMI	FL	57	1.4	4	92056	CA	21	1.0
5	LITTLETON	CO	49	1.3	4	90043	CA	21	1.0
6	SACRAMENTO	CA	43	1.3	6	92692	CA	17	1.1
6	AURORA	CO	43	1.3	6	90650	CA	17	1.1
8	PHOENIX	AZ	41	1.3	6	92677	CA	17	1.0
8	LONG BEACH	CA	41	1.1	6	92223	CA	17	1.0
10	HOUSTON	TX	40	1.8	10	92220	CA	16	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	16.5 %
2	UT	5.2 %	2	Opa Locka	FL	15.3 %
3	CA	4.2 %	3	Compton	CA	13.7 %
4	MD	4.0 %	4	Hialeah	FL	11.8 %
5	NV	3.8 %	5	Lady Lake	FL	10.1 %
6	CO	3.7 %	6	Jamaica	NY	10.0 %
7	OR	3.5 %	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	9.0 %

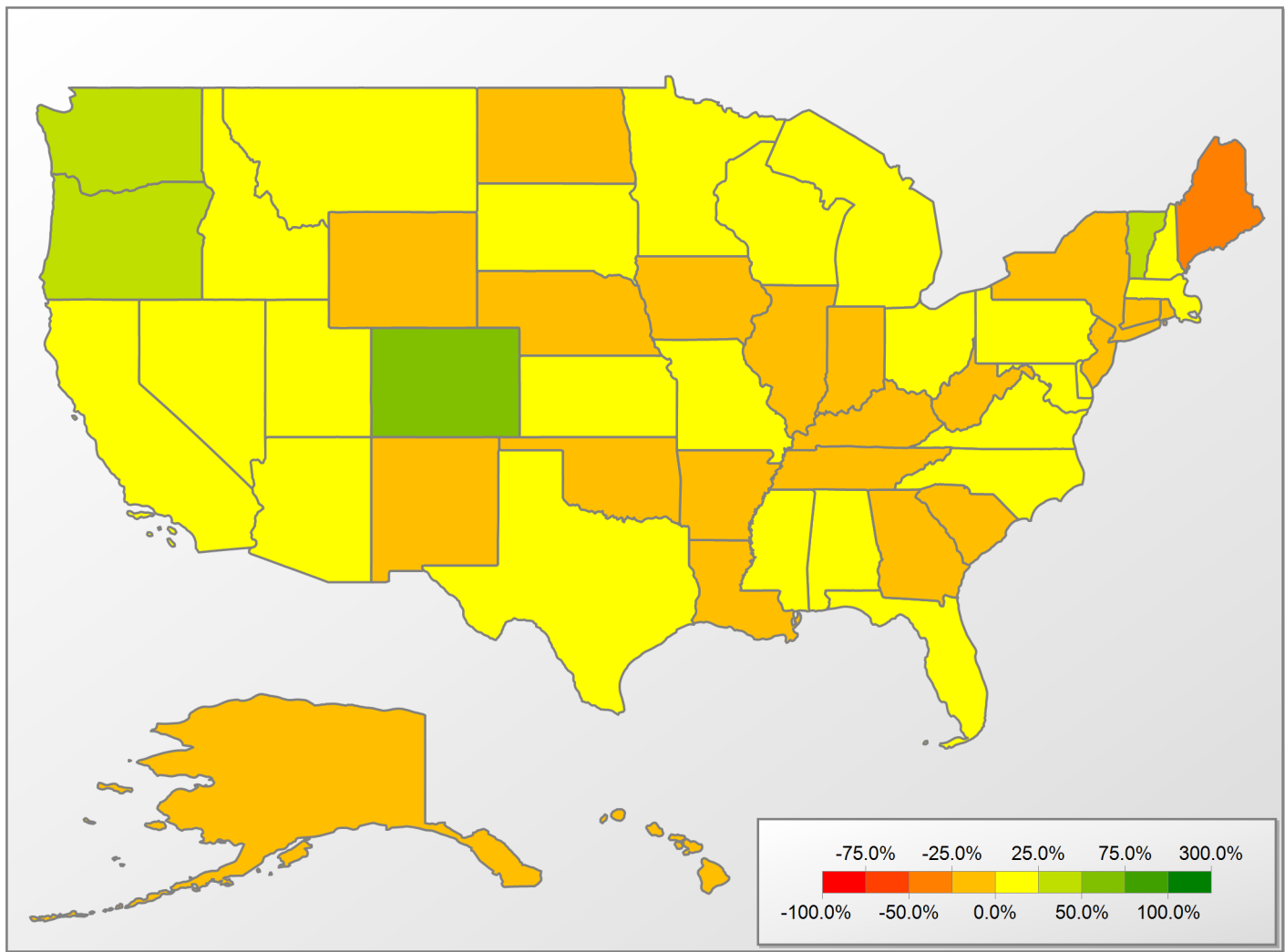
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	VACAVILLE	CA	\$436	\$110	1	89052	NV	\$488	\$171
2	BRADENTON	FL	\$335	\$98	2	92260	CA	\$487	\$137
3	COLUMBUS	OH	\$260	\$83	3	95688	CA	\$464	\$131
4	PALM DESERT	CA	\$444	\$79	4	43123	OH	\$296	\$126
5	PUEBLO	CO	\$222	\$76	5	80123	CO	\$366	\$119
6	NAPA	CA	\$587	\$76	6	75248	TX	\$433	\$117
7	OCALA	FL	\$200	\$63	7	92056	CA	\$479	\$101
8	PLANO	TX	\$296	\$61	8	92026	CA	\$443	\$101
9	SPOKANE	WA	\$236	\$61	9	95682	CA	\$431	\$96
10	SANDY	UT	\$367	\$61	10	92840	CA	\$548	\$87

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$91,030	\$39,659	1	90047	CA	\$11,852	\$7,697
2	LOS ANGELES	CA	\$115,461	\$28,440	2	94558	CA	\$12,273	\$7,488
3	SAN DIEGO	CA	\$89,750	\$23,397	3	92120	CA	\$8,125	\$7,015
4	LITTLETON	CO	\$36,265	\$18,100	4	92056	CA	\$13,405	\$6,985
5	SEATTLE	WA	\$46,837	\$17,179	5	92677	CA	\$11,874	\$6,624
6	PORTLAND	OR	\$44,577	\$16,926	6	90620	CA	\$8,658	\$6,246
7	WASHINGTON	DC	\$63,897	\$14,934	7	43082	OH	\$6,869	\$6,244
8	AURORA	CO	\$29,107	\$13,768	8	94619	CA	\$7,280	\$6,029
9	OAKLAND	CA	\$31,278	\$13,554	9	94044	CA	\$7,559	\$5,742
10	DALLAS	TX	\$26,270	\$12,648	10	80123	CO	\$6,947	\$5,221

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.

Disclaimer: Although a significant effort is made to assure the accuracy and completeness of the information provided, Reverse Market Insight, Inc., makes no express or implied warranty as to the accuracy, adequacy, completeness, or legality of the information.