

Industry Data and Trends

Data as of June 2010

Next Release Date: Week 3 of August



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

| Year | Units | % Chg. |
|------|---------|--------|
| 2007 | 108,230 | 26.6 % |
| 2008 | 115,157 | 6.4 % |
| 2009 | 111,864 | -2.9 % |

| YTD | Units | % Chg. |
|--------|--------|---------|
| Jun 09 | 58,849 | -0.6 % |
| Jun 10 | 35,816 | -39.1 % |

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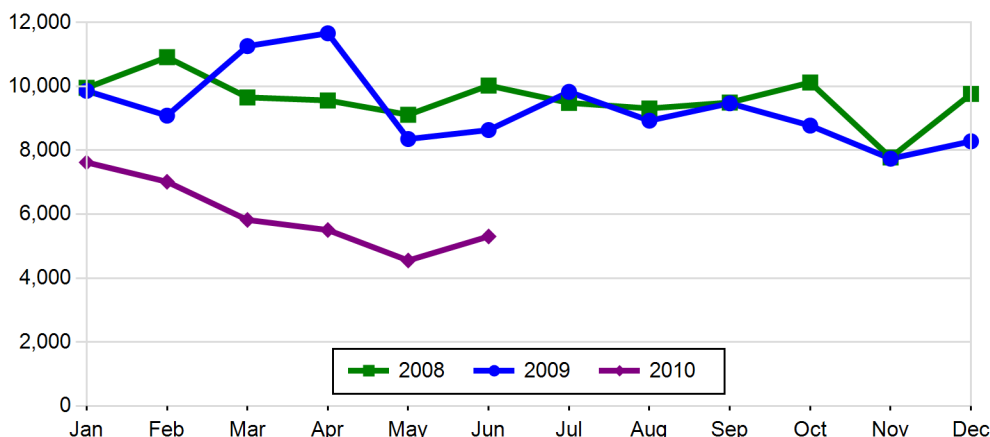
We are happy to assist members of the media with commentary or special data requests

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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 | 4,896 | -37.4 % | 1 | BALTIMORE | MD | 675 | 11.9 % | |
| 2 | Florida | 3,280 | -56.1 % | 2 | CHICAGO | IL | 589 | -36.1 % | |
| 3 | Texas | 2,877 | -25.9 % | 3 | MIAMI | FL | 434 | -59.9 % | |
| 4 | New York | 2,004 | -39.0 % | 4 | PHILADELPHIA | PA | 401 | -5.4 % | |
| 5 | Maryland | 1,648 | -23.0 % | 5 | HOUSTON | TX | 299 | -10.5 % | |
| 6 | New Jersey | 1,355 | -34.4 % | 6 | WASHINGTON | DC | 287 | -19.8 % | |
| 7 | Virginia | 1,349 | -38.6 % | 7 | BROOKLYN | NY | 266 | -34.3 % | |
| 8 | Illinois | 1,282 | -41.7 % | 8 | LOS ANGELES | CA | 265 | -47.5 % | |
| 9 | Pennsylvania | 1,280 | -33.7 % | 9 | SAN ANTONIO | TX | 192 | -26.4 % | |
| 10 | Washington | 1,022 | -35.9 % | 10 | SAN JUAN | PR | 168 | -24.3 % | |
| 20,993 | | | | 3,576 | | | | -39.3 % | -30.1 % |
| Rank | County | St | Units | Growth | Rank | Zip | St | Units | Growth |
| 1 | LOS ANGELES | CA | 1,365 | -35.5 % | 1 | 21215 | MD | 99 | -2.9 % |
| 2 | COOK | IL | 866 | -40.1 % | 2 | 21229 | MD | 73 | 17.7 % |
| 3 | MIAMI-DADE | FL | 697 | -61.6 % | 3 | 21216 | MD | 72 | 60.0 % |
| 4 | BALTIMORE CITY | MD | 600 | 26.1 % | 4 | 21218 | MD | 67 | 59.5 % |
| 5 | ORANGE | CA | 526 | -34.6 % | 5 | 20011 | DC | 63 | -23.2 % |
| 6 | HARRIS | TX | 452 | -2.6 % | 6 | 60628 | IL | 59 | -47.8 % |
| 7 | SAN DIEGO | CA | 450 | -28.9 % | 7 | 60620 | IL | 58 | -38.3 % |
| 8 | PHILADELPHIA | PA | 401 | -5.4 % | 8 | 32162 | FL | 49 | -51.0 % |
| 9 | MARICOPA | AZ | 379 | -64.1 % | 9 | 21213 | MD | 48 | 140.0 % |
| 10 | SUFFOLK | NY | 346 | -38.0 % | 9 | 00926 | PR | 48 | -26.2 % |
| 6,082 | | | | 636 | | | | -37.9 % | -12.3 % |

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Lender Growth Rate
(unique active lender in period)

| Year | Active Lenders | % Chg. |
|------|----------------|--------|
| 2008 | 2,950 | 76.4 % |
| 2009 | 3,151 | 6.8 % |

| Month | Active Lenders | % Chg. |
|--------|----------------|---------|
| Jun 09 | 996 | -14.7 % |
| Jun 10 | 705 | -29.2 % |

Refinance Transactions
(% of endorsements)

| Year | % Refi | % Chg. |
|------|--------|--------|
| 2008 | 4 % | -37 % |
| 2009 | 9 % | 128 % |

| Mth | % Refi | % Chg. |
|--------|--------|--------|
| Jun 09 | 9 % | 94 % |
| Jun 10 | 5 % | -63 % |

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!

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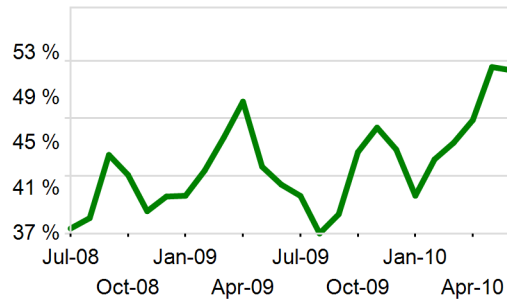
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Competitive Landscape -YTD

Endorsement and Lender Trends

Top Ten Market Share Two Year Trend



| Rank | Chg | Lender | Units |
|--------|-----|-------------------------|--------|
| 1 | 0 | WELLS FARGO BANK NA | 6,875 |
| 2 | 0 | BANK OF AMERICA NA CHAR | 3,243 |
| 3 | 2 | ONE REVERSE MORTGAGE LL | 1,369 |
| 4 | 2 | METLIFE BANK | 1,173 |
| 5 | 3 | URBAN FINANCIAL GROUP | 778 |
| 6 | 1 | GENERATION MORTGAGE COM | 621 |
| 7 | -4 | FINANCIAL FREEDOM ACQUI | 617 |
| 8 | 5 | GUARDIAN FIRST FUNDING | 586 |
| 9 | 2 | 1st AAA Reverse Mortgag | 564 |
| 10 | 15 | NET EQUITY FINANCIAL IN | 420 |
| Total: | | | 16,246 |

Active Lender Rank by Geographic Area

| Rank | City | St | Act Lndrs | Avg. Unit/Mo | Rank | Zip | St | Act Lndrs | Avg. Unit/Mo |
|------|--------------|----|-----------|--------------|------|-------|----|-----------|--------------|
| 1 | MIAMI | FL | 95 | 2.2 | 1 | 20011 | DC | 27 | 1.4 |
| 2 | CHICAGO | IL | 91 | 2.9 | 2 | 60628 | IL | 26 | 1.3 |
| 3 | LOS ANGELES | CA | 82 | 1.6 | 2 | 60620 | IL | 26 | 1.3 |
| 4 | BALTIMORE | MD | 58 | 4.6 | 4 | 33165 | FL | 25 | 1.0 |
| 4 | PHILADELPHIA | PA | 58 | 2.8 | 5 | 11203 | NY | 23 | 1.1 |
| 4 | SAN DIEGO | CA | 58 | 1.6 | 6 | 11434 | NY | 21 | 1.0 |
| 7 | BROOKLYN | NY | 57 | 2.0 | 7 | 21216 | MD | 19 | 1.9 |
| 8 | WASHINGTON | DC | 51 | 2.3 | 7 | 32162 | FL | 19 | 1.5 |
| 9 | JACKSONVILLE | FL | 46 | 1.4 | 7 | 21207 | MD | 19 | 1.2 |
| 10 | HOUSTON | TX | 44 | 2.8 | 7 | 92646 | CA | 19 | 1.1 |

Penetration Rank by Geographic Area

| Rank | State | Penetration | Rank | City | State | Penetration |
|------|-------|-------------|------|---------------|-------|-------------|
| 1 | DC | 7.8 % | 1 | Opa Locka | FL | 17.5 % |
| 2 | MD | 4.0 % | 2 | Compton | CA | 14.1 % |
| 3 | NV | 4.0 % | 3 | Hialeah | FL | 12.5 % |
| 4 | CA | 4.0 % | 4 | Apple Valley | CA | 8.9 % |
| 5 | UT | 3.9 % | 5 | Hesperia | CA | 8.8 % |
| 6 | OR | 3.6 % | 6 | Sun City | CA | 8.6 % |
| 7 | CO | 3.4 % | 7 | Portsmouth | VA | 8.6 % |
| 8 | FL | 3.4 % | 8 | Moreno Valley | CA | 8.4 % |
| 9 | CT | 3.1 % | 9 | Miami | FL | 8.3 % |
| 10 | HI | 3.0 % | 10 | Detroit | MI | 8.0 % |

Geography Rank by Avg MCA Growth

| Rank | City | St | MCA \$(000) | Growth \$(000) | Rank | Zip | St | MCA \$(000) | Growth \$(000) |
|------|------------------|----|-------------|----------------|------|-------|----|-------------|----------------|
| 1 | TORRANCE | CA | \$544 | \$101 | 1 | 60621 | IL | \$243 | \$24 |
| 2 | SANTA BARBARA | CA | \$614 | \$99 | 2 | 60636 | IL | \$212 | \$22 |
| 3 | HUNTINGTON BEACH | CA | \$556 | \$79 | 3 | 21217 | MD | \$193 | \$16 |
| 4 | SANTA FE | NM | \$413 | \$71 | 4 | 21216 | MD | \$148 | \$15 |
| 5 | PASADENA | CA | \$541 | \$63 | 5 | 20020 | DC | \$278 | \$12 |
| 6 | SAN JOSE | CA | \$529 | \$60 | 6 | 21207 | MD | \$212 | \$12 |
| 7 | SAN FRANCISCO | CA | \$580 | \$58 | 7 | 21213 | MD | \$135 | \$7 |
| 8 | THOUSAND OAKS | CA | \$534 | \$57 | 8 | 21215 | MD | \$171 | \$6 |
| 9 | SAN DIEGO | CA | \$465 | \$54 | 9 | 21229 | MD | \$158 | \$5 |
| 10 | BERKELEY | CA | \$565 | \$46 | 10 | 11203 | NY | \$440 | (\$1) |

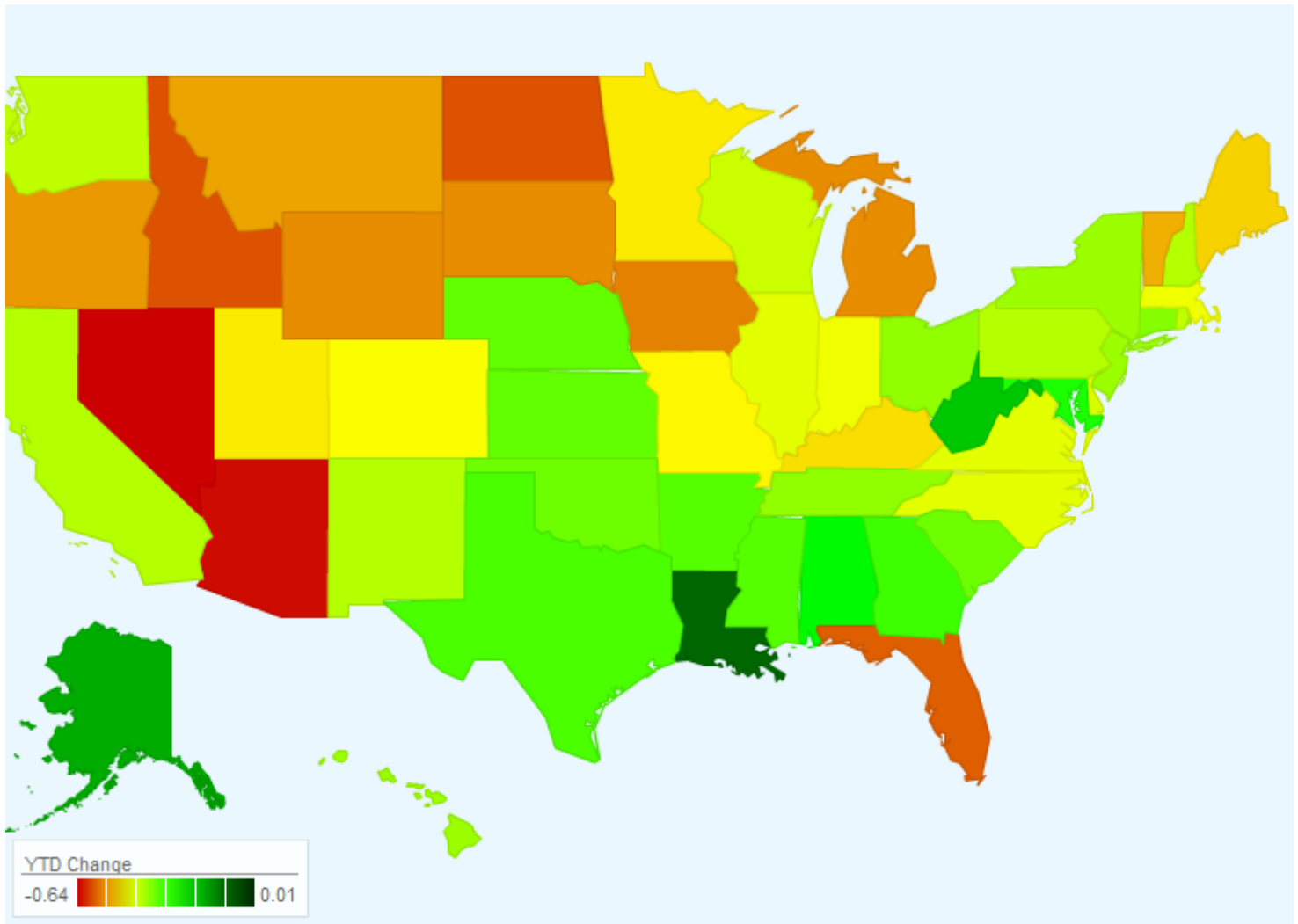
Geography Rank by Total MCA Growth

| Rank | City | St | MCA \$(000) | Growth \$(000) | Rank | Zip | St | MCA \$(000) | Growth \$(000) |
|------|---------------|----|-------------|----------------|------|-------|----|-------------|----------------|
| 1 | SANTA BARBARA | CA | \$20,264 | \$10,484 | 1 | 21216 | MD | \$10,666 | \$4,670 |
| 2 | NEW ORLEANS | LA | \$23,880 | \$8,340 | 2 | 21213 | MD | \$6,493 | \$3,924 |
| 3 | BALTIMORE | MD | \$118,637 | \$7,068 | 3 | 21218 | MD | \$11,618 | \$3,718 |
| 4 | BERKELEY | CA | \$17,522 | \$1,423 | 4 | 21217 | MD | \$7,139 | \$2,356 |
| 5 | TULSA | OK | \$7,873 | \$964 | 5 | 21229 | MD | \$11,568 | \$2,024 |
| 6 | SANTA FE | NM | \$12,387 | \$765 | 6 | 19143 | PA | \$5,139 | \$1,087 |
| 7 | SANTA ROSA | CA | \$18,126 | \$158 | 7 | 60621 | IL | \$9,701 | \$968 |
| 8 | LUBBOCK | TX | \$6,712 | (\$664) | 8 | 60636 | IL | \$9,977 | \$674 |
| 9 | BRICK | NJ | \$8,646 | (\$864) | 9 | 21215 | MD | \$16,910 | \$109 |
| 10 | GAINESVILLE | FL | \$5,072 | (\$980) | 10 | 60644 | IL | \$7,657 | (\$399) |

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YTD Endorsement Growth Heatmap



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.

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