

Industry Data and Trends

Data as of February 2011

Next Release Date: Week 3 of April



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2008	115,157	6.4 %
2009	111,864	-2.9 %
2010	72,683	-35.0 %

YTD	Units	% Chg.
Feb 10	14,635	-22.7 %
Feb 11	13,342	-8.8 %

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:

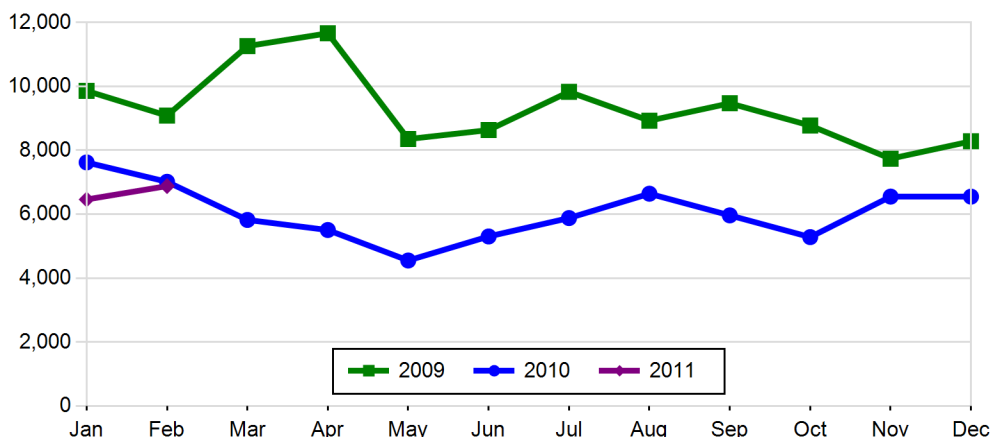
We are happy to assist members of the media with commentary or special data requests

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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	1,910	-10.0 %	1	PHILADELPHIA	PA	175	25.9 %	
2	Texas	1,143	0.3 %	2	BALTIMORE	MD	128	-59.4 %	
3	Florida	946	-36.4 %	3	HOUSTON	TX	119	-1.7 %	
4	New York	798	-0.7 %	4	WASHINGTON	DC	109	-16.2 %	
5	Pennsylvania	603	27.2 %	4	LOS ANGELES	CA	109	-9.2 %	
6	New Jersey	554	3.4 %	6	BROOKLYN	NY	105	-13.9 %	
7	Virginia	549	4.8 %	7	CHICAGO	IL	100	-61.7 %	
8	Maryland	451	-38.5 %	8	MIAMI	FL	89	-60.4 %	
9	Washington	361	-16.4 %	9	SAN ANTONIO	TX	88	4.8 %	
10	North Carolina	352	40.8 %	10	VIRGINIA BEACH	VA	66	37.5 %	
7,667				1,088				-30.5 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	521	-13.6 %	1	20011	DC	34	30.8 %
2	ORANGE	CA	229	-8.8 %	2	19143	PA	19	58.3 %
3	SAN DIEGO	CA	185	3.4 %	3	00926	PR	17	6.3 %
4	COOK	IL	180	-53.6 %	3	32162	FL	17	13.3 %
5	PHILADELPHIA	PA	175	25.9 %	5	21215	MD	16	-63.6 %
6	HARRIS	TX	157	-9.8 %	6	23464	VA	15	50.0 %
7	MIAMI-DADE	FL	143	-59.9 %	7	11203	NY	14	-22.2 %
8	MARICOPA	AZ	129	-15.1 %	7	00725	PR	14	133.3 %
9	SUFFOLK	NY	123	-14.0 %	9	21218	MD	13	-60.6 %
10	NASSAU	NY	114	8.6 %	10	08757	NJ	12	100.0 %
1,956				171				-8.1 %	

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2009	3,137	6.4 %
2010	2,268	-27.7 %

Month	Active Lenders	% Chg.
Feb 10	952	-19.9 %
Feb 11	743	-22.0 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2009	9 %	128 %
2010	6 %	-58 %

Mth	% Refi	% Chg.
Feb 10	8 %	-52 %
Feb 11	5 %	-32 %

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!

Looking for a Wholesale Reporting Solution?

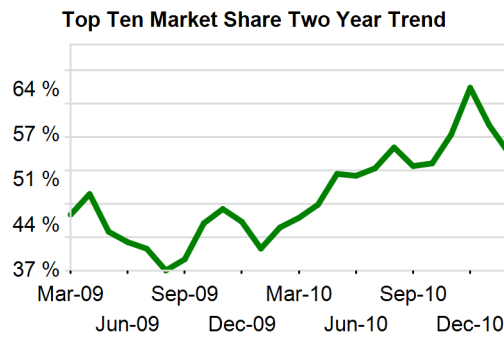
Our [Wholesale Analytics Report](#) analyzes your customers' volume and identifies and quantifies new/existing wholesale relationships.

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Competitive Landscape -YTD

Endorsement and Lender Trends



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	3,319
2	0	BANK OF AMERICA NA CHAR	1,607
3	0	METLIFE BANK	894
4	0	ONE REVERSE MORTGAGE LL	617
5	0	GENERATION MORTGAGE COM	261
6	11	AMERICAN ADVISORS GROUP	218
7	2	1ST AAA REVERSE MORTGAG	172
8	17	GENWORTH FINANCIAL HM E	167
9	-1	GUARDIAN FIRST FUNDING	162
10	-3	URBAN FINANCIAL GROUP	151
Total:			7,568

Active Lender Rank by Geographic Area

Rank	City	St	Act Lndrs	Avg. Unit/Mo	Rank	Zip	St	Act Lndrs	Avg. Unit/Mo
1	BROOKLYN	NY	43	1.8	1	20011	DC	16	1.8
2	LOS ANGELES	CA	41	2.2	2	32162	FL	11	1.4
3	BALTIMORE	MD	38	2.6	2	19143	PA	11	1.3
4	PHILADELPHIA	PA	33	4.0	2	11203	NY	11	1.3
4	CHICAGO	IL	33	2.2	5	92677	CA	10	1.0
4	MIAMI	FL	33	1.9	6	21218	MD	9	1.3
7	SAN DIEGO	CA	30	1.7	6	23462	VA	9	1.0
8	WASHINGTON	DC	27	2.8	6	23701	VA	9	1.0
9	HOUSTON	TX	26	3.4	9	33165	FL	8	1.2
10	SAN ANTONIO	TX	21	3.3	9	91104	CA	8	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC					
1	IN					
1	DE					
1	KS					
1	TX					
1	MI					
1	MD					
1	NH					
1	IL					
1	WI					

Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	NORTHRIDGE	CA	\$474	\$87	1	20002	DC	\$451	\$97
2	MISSION VIEJO	CA	\$513	\$81	2	23320	VA	\$297	\$86
3	RALEIGH	NC	\$289	\$81	3	20010	DC	\$501	\$82
4	BOCA RATON	FL	\$381	\$74	4	23462	VA	\$227	\$40
5	FULLERTON	CA	\$483	\$60	5	20011	DC	\$410	\$29
6	NASHVILLE	TN	\$235	\$53	6	19143	PA	\$114	\$17
7	WASHINGTON	DC	\$419	\$53	7	23464	VA	\$262	\$16
8	BAKERSFIELD	CA	\$216	\$52	8	08753	NJ	\$301	\$5
9	FRESNO	CA	\$273	\$47	9	33165	FL	\$277	\$5
10	NORFOLK	VA	\$210	\$42	10	92677	CA	\$557	(\$3)

Geography Rank by Total MCA Growth

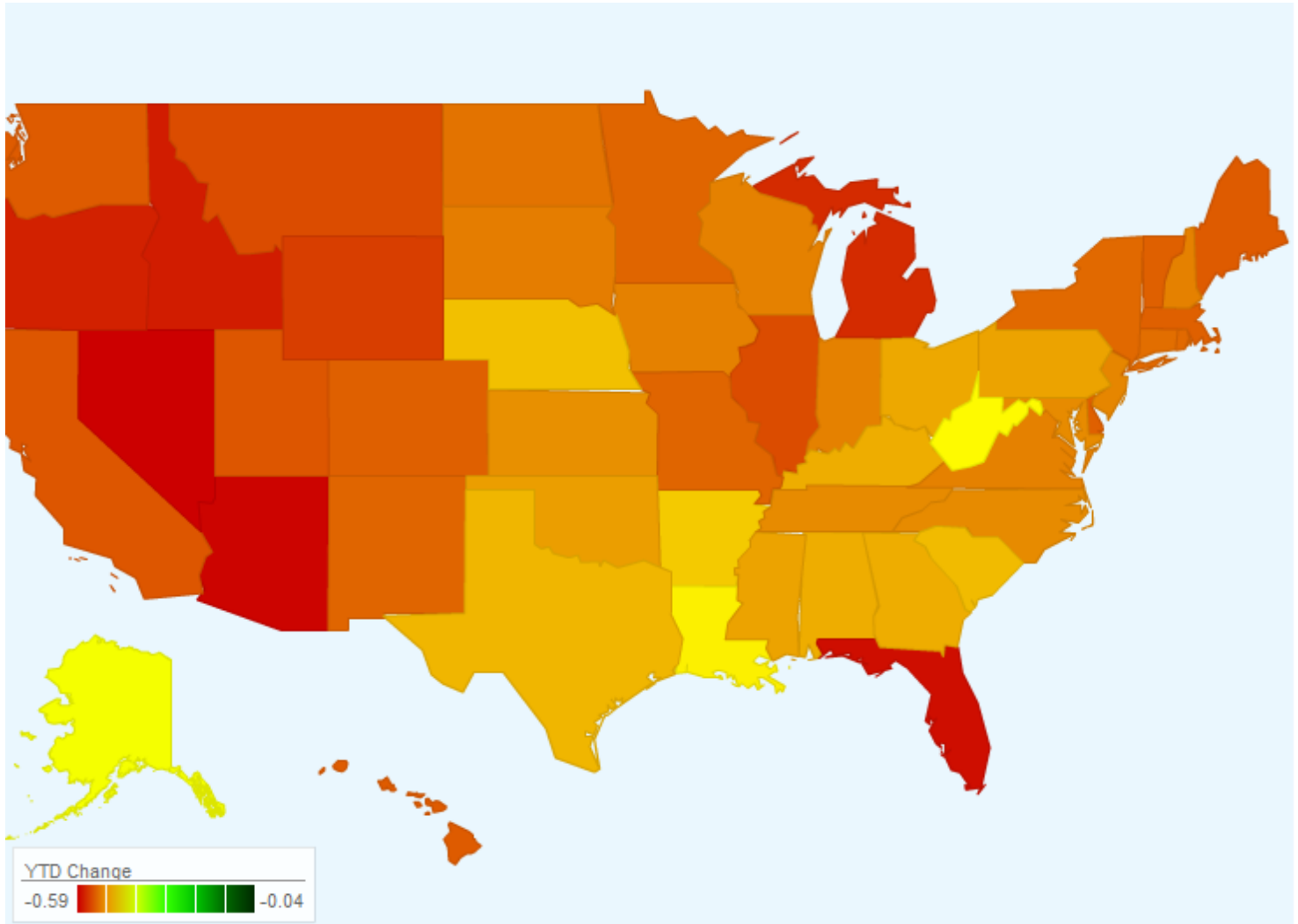
Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$10,429	\$4,072	1	20011	DC	\$13,943	\$4,029
2	RICHMOND	VA	\$8,658	\$3,871	2	91745	CA	\$4,749	\$2,804
3	IRVINE	CA	\$7,885	\$3,868	3	20010	DC	\$5,007	\$2,075
4	PHILADELPHIA	PA	\$26,038	\$3,667	4	23455	VA	\$2,967	\$1,567
5	NORTHRIDGE	CA	\$4,741	\$3,581	5	08753	NJ	\$3,306	\$1,536
6	VIRGINIA BEACH	VA	\$17,771	\$3,199	6	23320	VA	\$2,972	\$1,494
7	MISSION VIEJO	CA	\$8,206	\$3,026	7	23464	VA	\$3,936	\$1,476
8	NASHVILLE	TN	\$5,873	\$2,788	8	23462	VA	\$2,268	\$1,333
9	LAS VEGAS	NV	\$8,934	\$2,714	9	19143	PA	\$2,167	\$1,006
10	CHARLOTTE	NC	\$5,376	\$2,581	10	08757	NJ	\$1,367	\$647

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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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