Industry Data and Trends

Data as of April 2011 | **Next Release Date: Week 3 of June**

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.
Apr 10	25,961	-38.0 %
Apr 11	26,761	3.1 %

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)

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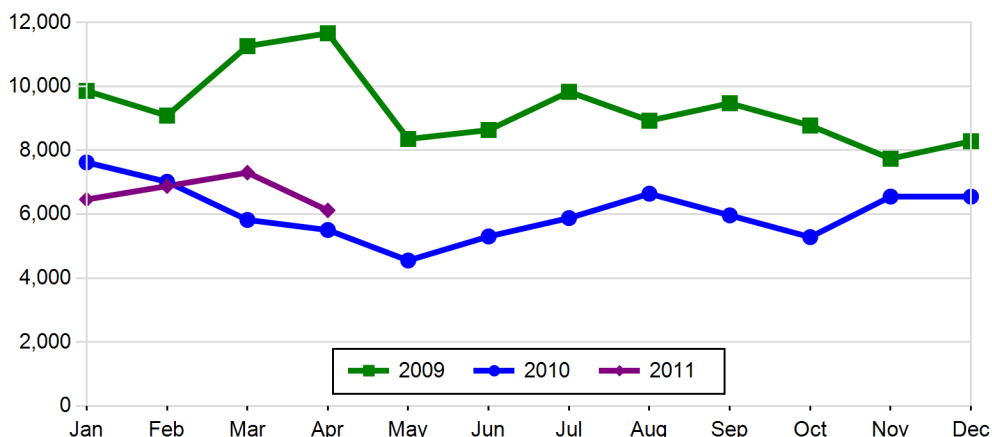
Media Inquiries:
We are happy to assist members of the media with commentary or special data requests

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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	3,818	6.7 %	1	PHILADELPHIA	PA	351	34.0 %
2	Texas	2,307	11.0 %	2	BALTIMORE	MD	258	-48.3 %
3	Florida	1,850	-26.1 %	3	HOUSTON	TX	235	6.3 %
4	New York	1,591	8.5 %	4	WASHINGTON	DC	214	0.9 %
5	Pennsylvania	1,196	34.8 %	5	BROOKLYN	NY	199	-1.0 %
6	New Jersey	1,145	20.8 %	6	LOS ANGELES	CA	195	0.0 %
7	Virginia	1,110	15.3 %	7	CHICAGO	IL	192	-58.0 %
8	Maryland	921	-22.6 %	8	MIAMI	FL	182	-48.6 %
9	North Carolina	715	45.9 %	8	SAN ANTONIO	TX	182	30.0 %
10	Washington	711	-2.2 %	10	SAN DIEGO	CA	147	32.4 %
		15,364	**3.6 %**				**2,155**	**-18.7 %**

Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,042	2.9 %	1	20011	DC	67	45.7 %
2	ORANGE	CA	438	11.7 %	2	32162	FL	42	31.3 %
3	SAN DIEGO	CA	403	30.0 %	3	19143	PA	37	42.3 %
4	COOK	IL	357	-46.8 %	4	21215	MD	35	-53.9 %
5	PHILADELPHIA	PA	351	34.0 %	5	00926	PR	32	10.3 %
6	HARRIS	TX	315	-3.1 %	6	21229	MD	28	-44.0 %
7	MIAMI-DADE	FL	288	-49.1 %	7	00725	PR	27	80.0 %
8	MARICOPA	AZ	267	-4.0 %	8	84790	UT	26	160.0 %
9	SUFFOLK	NY	249	-6.0 %	9	60628	IL	25	-46.8 %
10	NASSAU	NY	234	13.0 %	10	11203	NY	24	-7.7 %
			3,944	**-8.0 %**				**343**	**-3.9 %**

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2009	3,139	6.4 %
2010	2,270	-27.7 %

Month	Active Lenders	% Chg.
Apr 10	816	-36.0 %
Apr 11	671	-17.8 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Apr 10	5 %	-64 %
Apr 11	4 %	-24 %

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.
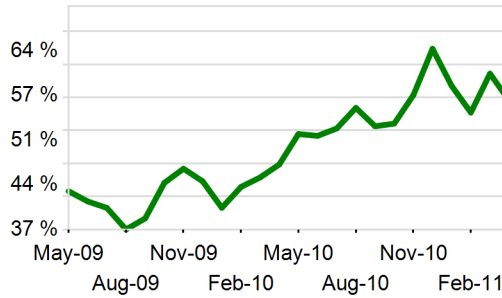
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Competitive Landscape -YTD

Endorsement and Lender Trends

Top Ten Market Share Two Year Trend

Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	6,436
2	0	BANK OF AMERICA NA CHAR	3,134
3	1	METLIFE BANK	1,861
4	-1	ONE REVERSE MORTGAGE LL	1,438
5	2	GENERATION MORTGAGE COM	570
6	6	AMERICAN ADVISORS GROUP	415
7	1713	UNKNOWN	409
8	0	GUARDIAN FIRST FUNDING	355
9	0	REVERSE MORTGAGE USA IN	319
10	-5	URBAN FINANCIAL GROUP	316
		Total:	15,253

Active Lender Rank by Geographic Area

Rank	City	St	Act Lndrs	Avg. Unit/Mo	Rank	Zip	St	Act Lndrs	Avg. Unit/Mo
1	LOS ANGELES	CA	59	2.1	1	20011	DC	24	1.7
2	BROOKLYN	NY	58	1.9	2	32162	FL	17	1.6
3	MIAMI	FL	52	1.9	3	60628	IL	15	1.4
4	PHILADELPHIA	PA	51	4.0	3	11203	NY	15	1.3
5	BALTIMORE	MD	48	3.2	5	19143	PA	14	1.5
5	CHICAGO	IL	48	2.4	5	08753	NJ	14	1.3
7	SAN DIEGO	CA	45	2.0	7	23701	VA	13	1.3
8	WASHINGTON	DC	36	2.8	7	21122	MD	13	1.1
9	HOUSTON	TX	32	3.4	7	76112	TX	13	1.0
10	STATEN ISLAND	NY	31	1.2	10	91104	CA	12	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.5 %	1	Opa Locka	FL	17.9 %
2	MD	4.4 %	2	Compton	CA	14.2 %
3	UT	4.3 %	3	Hialeah	FL	13.0 %
4	CA	4.2 %	4	Portsmouth	VA	9.7 %
5	NV	4.0 %	5	Apple Valley	CA	8.9 %
6	OR	3.9 %	6	Miami	FL	8.7 %
7	CO	3.6 %	7	Sun City	CA	8.6 %
8	FL	3.5 %	8	Hesperia	CA	8.6 %
9	CT	3.3 %	9	Norfolk	VA	8.6 %
10	HI	3.2 %	10	Washington	DC	8.5 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	RALEIGH	NC	$282	$66	1	20002	DC	$429	$63
2	NAPLES	FL	$400	$54	2	20011	DC	$412	$19
3	SAINT GEORGE	UT	$287	$47	3	78228	TX	$97	$16
4	LOUISVILLE	KY	$187	$43	4	84790	UT	$292	$11
5	NASHVILLE	TN	$213	$42	5	19138	PA	$130	$7
6	MISSION VIEJO	CA	$504	$42	6	19143	PA	$109	$7
7	ATLANTA	GA	$254	$39	7	19150	PA	$144	$2
8	CHARLOTTE	NC	$224	$38	8	08757	NJ	$127	$1
9	WASHINGTON	DC	$406	$37	9	19146	PA	$149	($1)
10	BOCA RATON	FL	$333	$36	10	08753	NJ	$282	($2)

Geography Rank by Total MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	SAN DIEGO	CA	$65,782	$15,421	1	20011	DC	$27,594	$9,537
2	PHILADELPHIA	PA	$50,319	$10,477	2	84790	UT	$7,599	$4,787
3	WASHINGTON	DC	$86,877	$8,572	3	08753	NJ	$6,485	$4,213
4	SAN ANTONIO	TX	$26,658	$6,101	4	92026	CA	$6,114	$3,929
5	SAINT GEORGE	UT	$10,629	$6,066	5	32162	FL	$10,147	$2,239
6	TOMS RIVER	NJ	$9,787	$5,894	6	78228	TX	$1,937	$1,612
7	MISSION VIEJO	CA	$15,121	$5,881	7	08757	NJ	$2,789	$1,409
8	EL CAJON	CA	$11,784	$5,703	8	19143	PA	$4,019	$1,380
9	CHARLOTTE	NC	$11,875	$5,353	9	19146	PA	$3,129	$1,326
10	ALBUQUERQUE	NM	$21,702	$5,282	10	19150	PA	$2,876	$1,316

YTD Endorsement Growth Heatmap

Legend:
-100.0% -75.0% -50.0% -25.0% 0.0% 25.0% 50.0% 75.0% 100.0% 95.0%
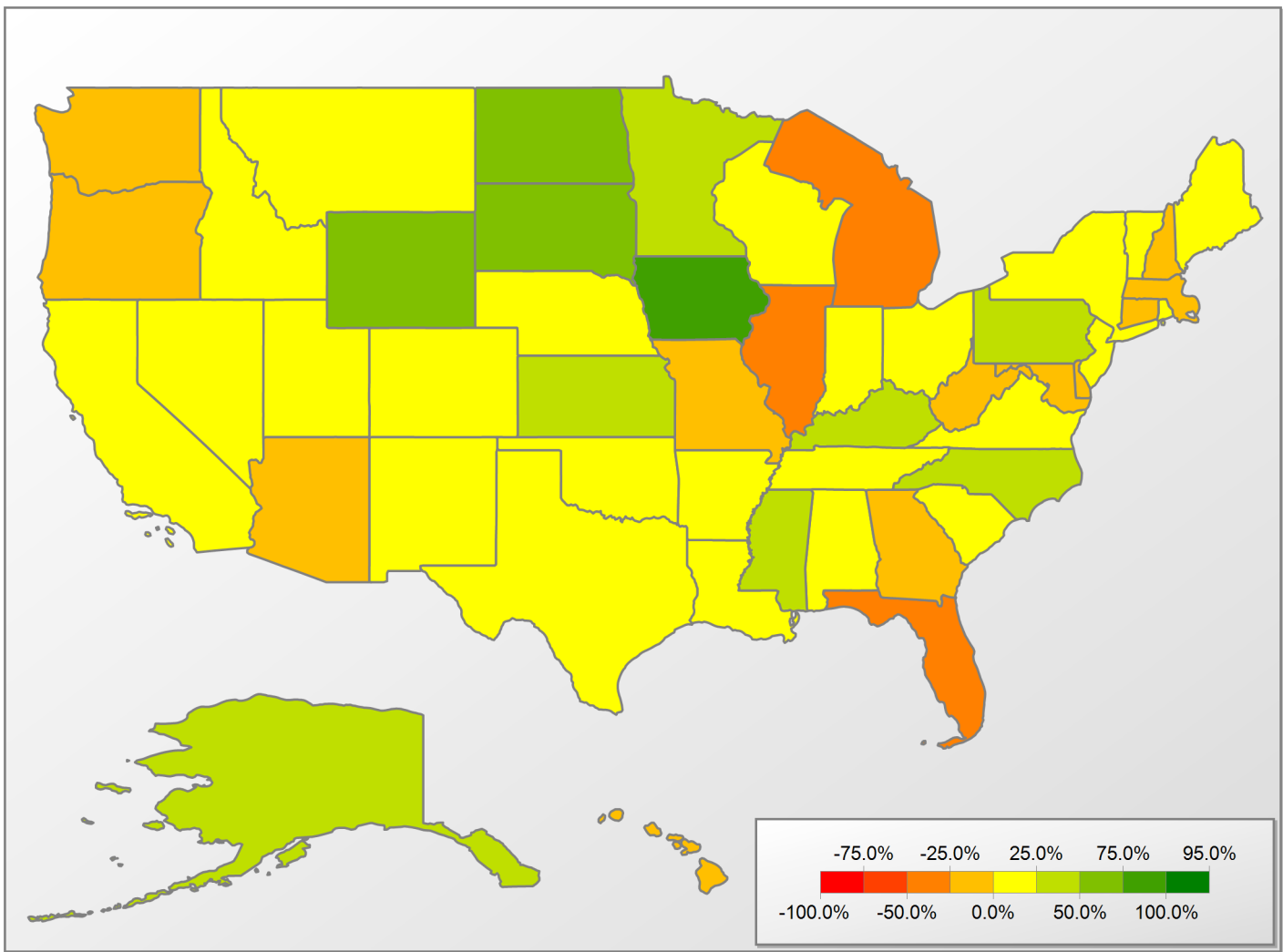
Definitions

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.