HECM Trends

HECMS Endorsed through August 2011

Next Release Date: Week 3 of November

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.
Aug 10	48,336	-37.7 %
Aug 11	49,118	1.6 %

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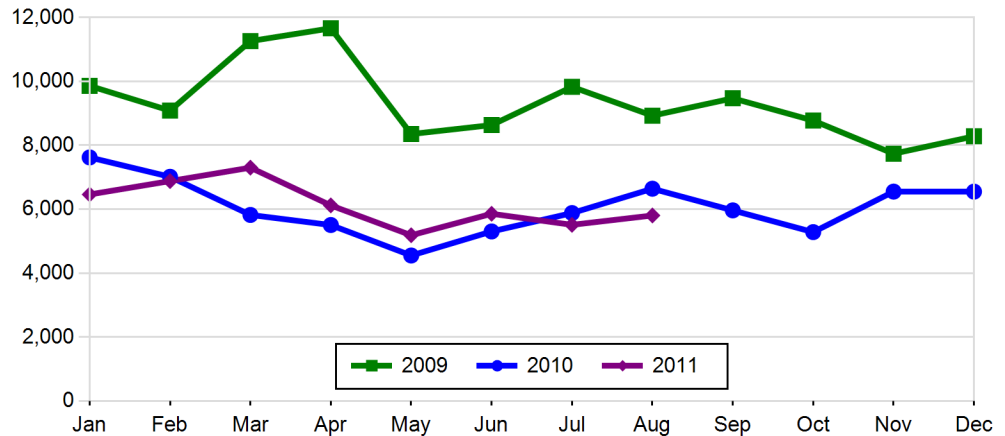
Media Inquiries:
We are happy to assist members of the media with commentary or special data requests

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Sales Performance

Year Over Year Endorsement Trend

Legend: 2009, 2010, 2011

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

Rank	State	Units	Growth		Rank	City	St	Units	Growth
1	California	6,693	0.4 %		1	PHILADELPHIA	PA	707	25.8 %
2	Texas	4,287	9.1 %		2	BALTIMORE	MD	482	-40.4 %
3	Florida	3,269	-23.2 %		3	HOUSTON	TX	434	5.6 %
4	New York	2,981	8.4 %		4	WASHINGTON	DC	386	1.3 %
5	Pennsylvania	2,288	24.8 %		5	CHICAGO	IL	364	-50.3 %
6	New Jersey	2,080	8.6 %		6	BROOKLYN	NY	360	1.1 %
7	Virginia	1,890	0.6 %		7	LOS ANGELES	CA	345	1.2 %
8	Maryland	1,694	-19.6 %		8	SAN ANTONIO	TX	328	19.7 %
9	North Carolina	1,300	31.2 %		9	MIAMI	FL	310	-43.4 %
10	Illinois	1,280	-23.3 %		10	SAN DIEGO	CA	269	10.7 %
		27,762	**-0.8 %**					**3,985**	**-14.4 %**

Rank	County	St	Units	Growth		Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,834	-1.3 %		1	20011	DC	107	27.4 %
2	ORANGE	CA	735	1.1 %		2	32162	FL	77	13.2 %
3	SAN DIEGO	CA	708	9.8 %		3	19143	PA	67	4.7 %
4	PHILADELPHIA	PA	707	25.8 %		4	21215	MD	61	-49.2 %
5	COOK	IL	679	-38.2 %		5	20002	DC	59	3.5 %
6	HARRIS	TX	599	-1.3 %		6	00926	PR	56	-18.8 %
7	SUFFOLK	NY	495	5.5 %		7	00725	PR	55	19.6 %
8	MIAMI-DADE	FL	493	-44.2 %		7	84790	UT	55	111.5 %
9	MARICOPA	AZ	481	-3.8 %		9	19138	PA	51	64.5 %
10	NASSAU	NY	416	9.2 %		10	60628	IL	49	-29.0 %
			7,147	**-7.6 %**					**637**	**0.5 %**

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2009	3,152	6.9 %
2010	2,286	-27.5 %

Month	Active Originators	% Chg.
Aug 10	774	-42.3 %
Aug 11	619	-20.0 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Aug 10	7 %	-45 %
Aug 11	3 %	-58 %

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?

Competitive Landscape -YTD

Endorsement and OriginatorTrends

Top Ten Market Share Two Year Trend
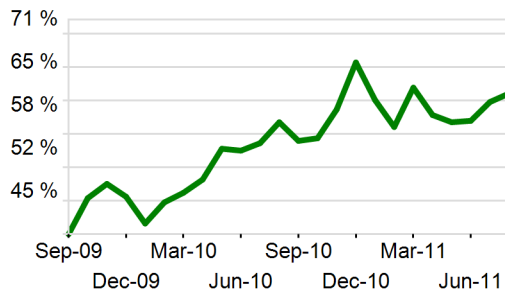
Rank	Chg	Originator	Units
1	0	WELLS FARGO BANK NA	12,404
2	1	METLIFE BANK	4,220
3	-1	BANK OF AMERICA NA CHAR	3,465
4	0	ONE REVERSE MORTGAGE LL	2,943
5	6	AMERICAN ADVISORS GROUP	1,054
6	0	GENERATION MORTGAGE COM	1,051
7	2	GUARDIAN FIRST FUNDING	712
8	-3	URBAN FINANCIAL GROUP	636
9	-1	REVERSE MORTGAGE USA IN	620
10	4	SECURITY ONE LENDING	535
		Total:	27,640

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	84	2.0	1	20011	DC	26	2.1
2	BROOKLYN	NY	83	1.9	2	21207	MD	24	1.1
3	SAN DIEGO	CA	71	1.9	3	32162	FL	23	1.6
4	MIAMI	FL	70	2.0	3	11203	NY	23	1.2
5	PHILADELPHIA	PA	67	4.6	3	11413	NY	23	1.1
6	CHICAGO	IL	65	2.3	6	20002	DC	22	1.4
7	BALTIMORE	MD	62	2.9	7	21122	MD	20	1.0
8	DALLAS	TX	51	2.1	7	11234	NY	20	1.0
9	STATEN ISLAND	NY	49	1.2	9	21215	MD	19	1.5
10	WASHINGTON	DC	48	2.7	9	11412	NY	19	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.7 %	1	Opa Locka	FL	17.9 %
2	MD	4.6 %	2	Compton	CA	14.3 %
3	UT	4.5 %	3	Hialeah	FL	13.0 %
4	CA	4.2 %	4	Portsmouth	VA	10.0 %
5	NV	4.1 %	5	Apple Valley	CA	8.9 %
6	OR	4.0 %	6	Miami	FL	8.8 %
7	CO	3.7 %	7	Washington	DC	8.7 %
8	FL	3.6 %	8	Norfolk	VA	8.7 %
9	CT	3.4 %	9	Sun City	CA	8.6 %
10	HI	3.3 %	10	Hesperia	CA	8.5 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	SAINT GEORGE	UT	$316	$79	1	84790	UT	$321	$47
2	RALEIGH	NC	$263	$59	2	20011	DC	$426	$38
3	NAPLES	FL	$388	$55	3	19138	PA	$127	$5
4	ANAHEIM	CA	$439	$48	4	19150	PA	$153	$4
5	WASHINGTON	DC	$411	$36	5	20002	DC	$398	$3
6	LAS VEGAS	NV	$231	$30	6	32162	FL	$223	($7)
7	SHREVEPORT	LA	$141	$29	7	19143	PA	$108	($10)
8	OMAHA	NE	$161	$26	8	21215	MD	$145	($20)
9	INDIANAPOLIS	IN	$143	$25	9	60628	IL	$110	($23)
10	BAKERSFIELD	CA	$190	$24	10	21229	MD	$128	($28)

Geography Rank by Total MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	PHILADELPHIA	PA	$98,966	$16,732	1	20011	DC	$45,564	$13,016
2	WASHINGTON	DC	$158,786	$15,678	2	84790	UT	$17,629	$10,519
3	SAINT GEORGE	UT	$25,562	$14,670	3	19138	PA	$6,458	$2,692
4	ANAHEIM	CA	$23,280	$8,429	4	32162	FL	$17,144	$1,523
5	DENVER	CO	$32,110	$8,373	5	20002	DC	$23,466	$963
6	TOMS RIVER	NJ	$14,705	$6,583	6	19150	PA	$6,128	$770
7	SAN DIEGO	CA	$118,519	$6,358	7	95648	CA	$15,839	($167)
8	RALEIGH	NC	$10,764	$6,293	8	19143	PA	$7,257	($337)
9	SAN ANTONIO	TX	$46,588	$6,250	9	21207	MD	$7,807	($1,976)
10	LAS VEGAS	NV	$25,464	$6,127	10	60628	IL	$5,377	($3,815)

YTD Endorsement Growth Heatmap

Legend:
-100.0% -75.0% -50.0% -25.0% 0.0% 25.0% 50.0% 75.0% 100.0% 69.0%
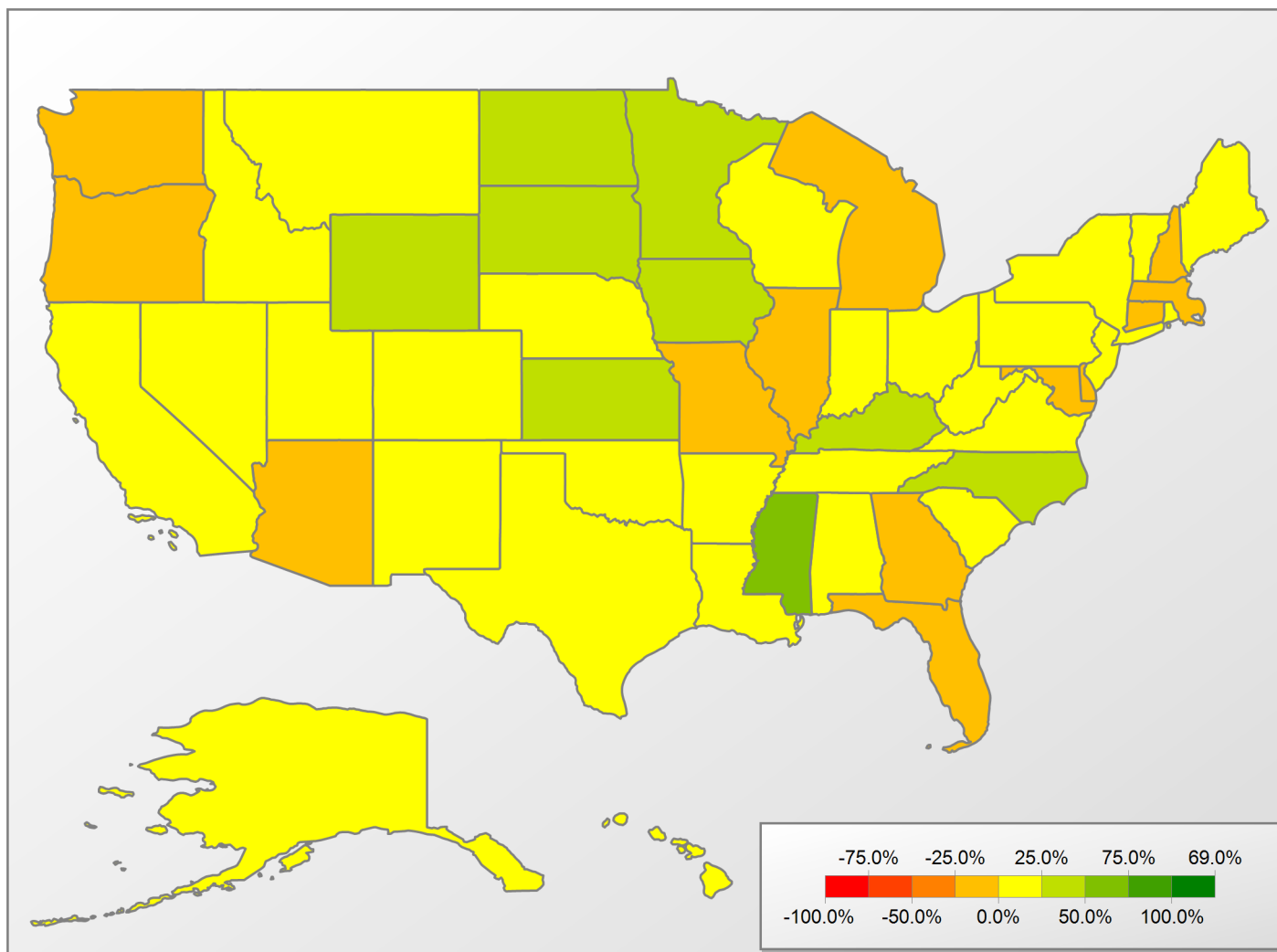
Definitions

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.