# HECM Trends

**HECMs Endorsed thru November 2011**

**Next Release Date: Week 3 of February**

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. |
|---|---|---|
| Nov 10 | 66,133 | -36.2 % |
| Nov 11 | 63,999 | -3.2 % |

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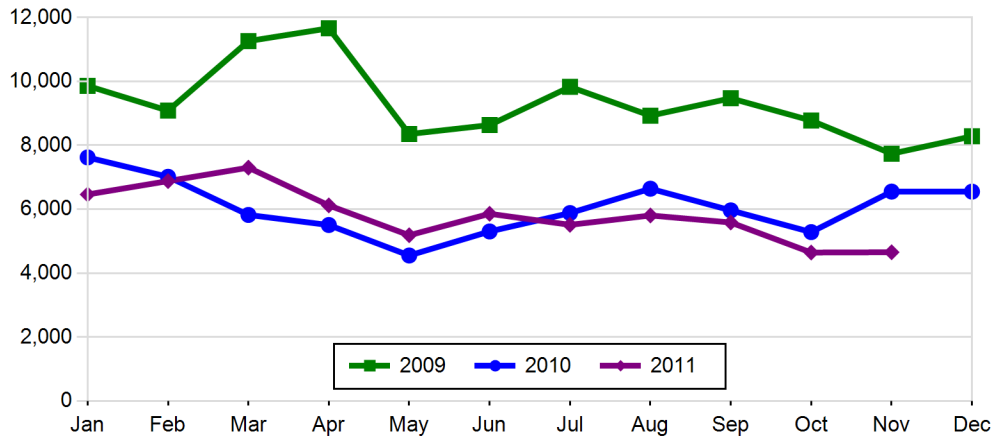
## Sales Performance

### Year Over Year Endorsement Trend




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

| Rank | State | Units | Growth |
|---|---|---|---|
| 1 | California | 8,522 | -5.3 % |
| 2 | Texas | 5,624 | -2.0 % |
| 3 | Florida | 4,186 | -25.3 % |
| 4 | New York | 3,995 | 7.6 % |
| 5 | Pennsylvania | 3,021 | 20.6 % |
| 6 | New Jersey | 2,690 | 4.1 % |
| 7 | Virginia | 2,452 | -4.1 % |
| 8 | Maryland | 2,141 | -21.6 % |
| 9 | North Carolina | 1,682 | 21.7 % |
| 10 | Illinois | 1,680 | -21.1 % |
| | | **35,993** | **-5.1 %** |

| Rank | City | St | Units | Growth |
|---|---|---|---|---|
| 1 | PHILADELPHIA | PA | 942 | 23.5 % |
| 2 | BALTIMORE | MD | 594 | -40.4 % |
| 3 | HOUSTON | TX | 558 | -6.1 % |
| 4 | WASHINGTON | DC | 504 | -7.4 % |
| 5 | CHICAGO | IL | 490 | -44.9 % |
| 6 | BROOKLYN | NY | 456 | -3.0 % |
| 7 | LOS ANGELES | CA | 431 | -6.1 % |
| 8 | SAN ANTONIO | TX | 410 | 6.5 % |
| 9 | MIAMI | FL | 382 | -44.5 % |
| 10 | SAN DIEGO | CA | 345 | 6.2 % |
| | | | **5,112** | **-16.4 %** |

| Rank | County | St | Units | Growth |
|---|---|---|---|---|
| 1 | LOS ANGELES | CA | 2,317 | -6.7 % |
| 2 | ORANGE | CA | 956 | -4.0 % |
| 3 | PHILADELPHIA | PA | 942 | 23.5 % |
| 4 | COOK | IL | 906 | -33.9 % |
| 5 | SAN DIEGO | CA | 900 | 3.7 % |
| 6 | HARRIS | TX | 780 | -11.8 % |
| 7 | SUFFOLK | NY | 664 | 2.5 % |
| 8 | MARICOPA | AZ | 632 | -6.9 % |
| 9 | MIAMI-DADE | FL | 614 | -44.0 % |
| 10 | NASSAU | NY | 567 | 10.3 % |
| | | | **9,278** | **-9.9 %** |

| Rank | Zip | St | Units | Growth |
|---|---|---|---|---|
| 1 | 20011 | DC | 135 | 15.4 % |
| 2 | 32162 | FL | 101 | 1.0 % |
| 3 | 84790 | UT | 99 | 125.0 % |
| 4 | 19143 | PA | 90 | 13.9 % |
| 5 | 20002 | DC | 79 | -7.1 % |
| 6 | 21215 | MD | 77 | -49.0 % |
| 7 | 00725 | PR | 74 | 17.5 % |
| 8 | 00926 | PR | 72 | -24.2 % |
| 9 | 19138 | PA | 66 | 61.0 % |
| 10 | 60620 | IL | 57 | -37.4 % |
| | | | **850** | **-1.8 %** |

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## Originator Growth Rate
*(unique origination companies in period)*

| Year | Active Originators | % Chg. |
|---|---|---|
| 2009 | 3,141 | 7.0 % |
| 2010 | 2,283 | -27.3 % |

| Month | Active Originators | % Chg. |
|---|---|---|
| Nov 10 | 664 | -34.2 % |
| Nov 11 | 616 | -7.2 % |

## Refinance Transactions
*(% of endorsements)*

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

| Mth | % Refi | % Chg. |
|---|---|---|
| Nov 10 | 4 % | -49 % |
| Nov 11 | 2 % | -56 % |

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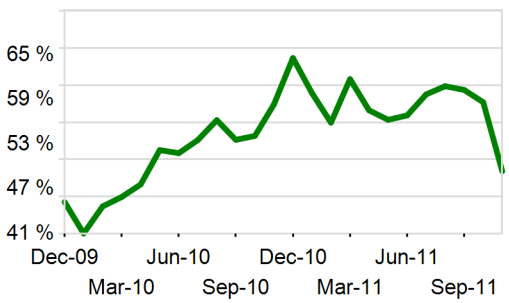
# Competitive Landscape -YTD

## Endorsement and OriginatorTrends




| Rank | Chg | Originator | Units |
|---|---|---|---|
| 1 | 0 | WELLS FARGO BANK NA | 14,661 |
| 2 | 1 | METLIFE BANK | 6,570 |
| 3 | 1 | ONE REVERSE MORTGAGE LL | 4,200 |
| 4 | -2 | BANK OF AMERICA NA CHAR | 3,469 |
| 5 | 6 | AMERICAN ADVISORS GROUP | 1,632 |
| 6 | -1 | URBAN FINANCIAL GROUP | 1,530 |
| 7 | -1 | GENERATION MORTGAGE COM | 1,392 |
| 8 | 1 | GENWORTH FINANCIAL HM E | 964 |
| 9 | -2 | REVERSE MORTGAGE USA IN | 866 |
| 10 | 3 | SECURITY ONE LENDING | 815 |
| | | Total: | 36,099 |

## Active Originator Rank by Geographic Area

| Rank | City | St | Act Origs | Avg. Unit/Mo |
|---|---|---|---|---|
| 1 | BROOKLYN | NY | 95 | 1.9 |
| 2 | LOS ANGELES | CA | 94 | 1.9 |
| 3 | PHILADELPHIA | PA | 79 | 4.5 |
| 4 | MIAMI | FL | 77 | 1.8 |
| 5 | SAN DIEGO | CA | 73 | 1.9 |
| 6 | CHICAGO | IL | 72 | 2.3 |
| 7 | BALTIMORE | MD | 65 | 2.7 |
| 8 | STATEN ISLAND | NY | 57 | 1.3 |
| 9 | DALLAS | TX | 55 | 1.9 |
| 10 | BRONX | NY | 54 | 1.3 |

| Rank | Zip | St | Act Origs | Avg. Unit/Mo |
|---|---|---|---|---|
| 1 | 20011 | DC | 32 | 2.0 |
| 2 | 21207 | MD | 30 | 1.1 |
| 3 | 32162 | FL | 29 | 1.6 |
| 4 | 92646 | CA | 27 | 1.1 |
| 4 | 11413 | NY | 27 | 1.0 |
| 6 | 11203 | NY | 26 | 1.1 |
| 7 | 60620 | IL | 24 | 1.4 |
| 7 | 11434 | NY | 24 | 1.0 |
| 9 | 20002 | DC | 23 | 1.4 |
| 9 | 21122 | MD | 23 | 1.1 |

## Penetration Rank by Geographic Area

| Rank | State | Penetration |
|---|---|---|
| 1 | DC | 8.8 % |
| 2 | MD | 4.6 % |
| 3 | UT | 4.6 % |
| 4 | CA | 4.2 % |
| 5 | NV | 4.1 % |
| 6 | OR | 4.0 % |
| 7 | CO | 3.7 % |
| 8 | FL | 3.6 % |
| 9 | CT | 3.4 % |
| 10 | ID | 3.3 % |

| Rank | City | State | Penetration |
|---|---|---|---|
| 1 | Opa Locka | FL | 17.8 % |
| 2 | Compton | CA | 14.2 % |
| 3 | Hialeah | FL | 13.1 % |
| 4 | Portsmouth | VA | 10.1 % |
| 5 | Miami | FL | 8.8 % |
| 6 | Norfolk | VA | 8.8 % |
| 7 | Washington | DC | 8.8 % |
| 8 | Apple Valley | CA | 8.8 % |
| 9 | Sun City | CA | 8.6 % |
| 10 | Baltimore | MD | 8.5 % |

## Geography Rank by Avg MCA Growth

| Rank | City | St | MCA $(000) | Growth $(000) |
|---|---|---|---|---|
| 1 | SAINT GEORGE | UT | $300 | $53 |
| 2 | WASHINGTON | DC | $411 | $31 |
| 3 | NAPLES | FL | $372 | $29 |
| 4 | RALEIGH | NC | $249 | $27 |
| 5 | BAKERSFIELD | CA | $191 | $26 |
| 6 | WICHITA | KS | $146 | $24 |
| 7 | MEMPHIS | TN | $128 | $24 |
| 8 | NASHVILLE | TN | $207 | $23 |
| 9 | ANAHEIM | CA | $432 | $21 |
| 10 | LAS VEGAS | NV | $224 | $21 |

| Rank | Zip | St | MCA $(000) | Growth $(000) |
|---|---|---|---|---|
| 1 | 84790 | UT | $306 | $33 |
| 2 | 20011 | DC | $416 | $26 |
| 3 | 19138 | PA | $122 | $1 |
| 4 | 95648 | CA | $380 | ($1) |
| 5 | 20002 | DC | $403 | ($2) |
| 6 | 32162 | FL | $229 | ($3) |
| 7 | 19143 | PA | $105 | ($13) |
| 8 | 21215 | MD | $140 | ($21) |
| 9 | 60628 | IL | $108 | ($22) |
| 10 | 60620 | IL | $125 | ($36) |

## Geography Rank by Total MCA Growth

| Rank | City | St | MCA $(000) | Growth $(000) |
|---|---|---|---|---|
| 1 | SAINT GEORGE | UT | $34,510 | $16,209 |
| 2 | PHILADELPHIA | PA | $128,570 | $14,663 |
| 3 | DENVER | CO | $43,622 | $9,728 |
| 4 | SCOTTSDALE | AZ | $41,214 | $7,310 |
| 5 | RALEIGH | NC | $14,457 | $6,680 |
| 6 | NASHVILLE | TN | $23,218 | $6,446 |
| 7 | WHITTIER | CA | $31,739 | $5,826 |
| 8 | ESCONDIDO | CA | $18,109 | $5,750 |
| 9 | CHARLOTTE | NC | $23,235 | $5,598 |
| 10 | MINNEAPOLIS | MN | $14,348 | $5,431 |

| Rank | Zip | St | MCA $(000) | Growth $(000) |
|---|---|---|---|---|
| 1 | 84790 | UT | $30,305 | $18,268 |
| 2 | 20011 | DC | $56,107 | $10,466 |
| 3 | 19138 | PA | $8,058 | $3,083 |
| 4 | 19143 | PA | $9,473 | $133 |
| 5 | 32162 | FL | $23,159 | ($93) |
| 6 | 95648 | CA | $21,302 | ($454) |
| 7 | 20002 | DC | $31,836 | ($2,625) |
| 8 | 60628 | IL | $6,134 | ($4,902) |
| 9 | 60620 | IL | $7,110 | ($7,523) |
| 10 | 21215 | MD | $10,744 | ($13,471) |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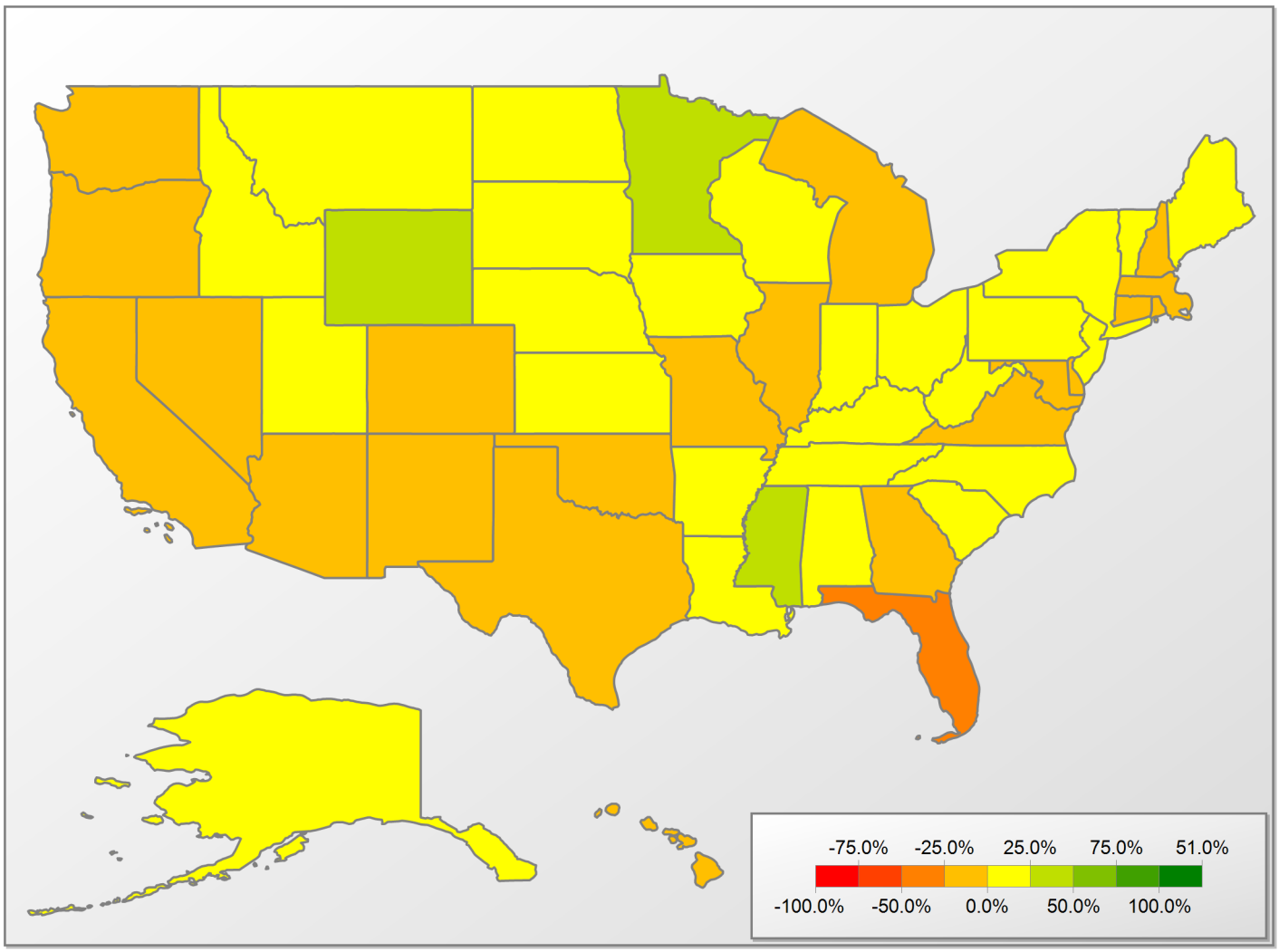
# YTD Endorsement Growth Heatmap




# 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.

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