

# HECM Trends

HECMs Endorsed thru January 2012

Next Release Date: Week 3 of April

## Sales Performance

### Year Over Year Endorsement Trend



### Endorsement Growth Rate

Year	Units	% Chg.
2009	111,864	-2.9 %
2010	72,683	-35.0 %
2011	68,566	-5.7 %

YTD	Units	% Chg.
Jan 11	6,462	-15.2 %
Jan 12	5,161	-20.1 %

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)

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

Rank	State	Units	Growth	Rank	City	St	Units	Growth	
1	California	648	-30.8 %	1	PHILADELPHIA	PA	59	-19.2 %	
2	Texas	481	-19.0 %	2	MIAMI	FL	49	16.7 %	
3	Florida	364	-19.8 %	3	HOUSTON	TX	48	-28.4 %	
4	New York	334	-10.7 %	4	CHICAGO	IL	36	-10.0 %	
5	Pennsylvania	233	-16.2 %	5	LOS ANGELES	CA	34	-27.7 %	
6	New Jersey	216	-19.4 %	6	BALTIMORE	MD	33	-45.0 %	
7	Virginia	179	-34.7 %	7	SAN ANTONIO	TX	32	-33.3 %	
8	North Carolina	155	-16.7 %	8	EL PASO	TX	27	22.7 %	
9	Illinois	149	-7.5 %	9	SAINT GEORGE	UT	25	733.3 %	
10	Maryland	146	-27.7 %	10	DALLAS	TX	24	-29.4 %	
2,905 -22.1 %				367 -15.8 %					
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	186	-29.5 %	1	84790	UT	21	2,000.0 %
2	MIAMI-DADE	FL	73	17.7 %	2	32162	FL	12	200.0 %
3	COOK	IL	70	-9.1 %	3	00985	PR	8	700.0 %
4	SAN DIEGO	CA	62	-25.3 %	3	19144	PA	8	100.0 %
5	HARRIS	TX	61	-27.4 %	5	33884	FL	7	Infinity
6	PHILADELPHIA	PA	59	-19.2 %	5	84770	UT	7	250.0 %
7	ORANGE	CA	58	-45.3 %	7	33196	FL	6	Infinity
8	NASSAU	NY	56	-9.7 %	7	60619	IL	6	500.0 %
9	RIVERSIDE	CA	53	15.2 %	7	92646	CA	6	-25.0 %
9	SUFFOLK	NY	53	-7.0 %	7	19131	PA	6	100.0 %
731 -20.0 %				87 262.5 %					

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### 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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## Commercially thinking companies rely on ReverseVision

### SaaS

ReverseVision is offered as *Software as a Service*.  
 Low fixed costs provide a high *Return on investment*.

### Low TCO

ReverseVision Inc. takes care of hosting, upgrades and new regulations, minimizing *Total Cost of Ownership*.



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

Year	Active Originators	% Chg.
2010	2,285	-27.3 %
2011	2,075	-9.2 %

Month	Active Originators	% Chg.
Jan 11	679	-35.0 %
Jan 12	732	7.8 %

## Refinance Transactions (% of endorsements)

Year	% Refi	% Chg.
2010	6 %	-58 %
2011	3 %	-44 %

Mth	% Refi	% Chg.
Jan 11	4 %	-56 %
Jan 12	2 %	-60 %

### 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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## RMS introduces the newest path to success.

**RMPATH**

- Wholesale Lending
- Correspondent Lending
- Aggregation Partnering

**RMS**  
Reverse Mortgage Solutions, Inc.

# Competitive Landscape -YTD

## Endorsement and Originator Trends

### Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	2	METLIFE BANK	973
2	2	ONE REVERSE MORTGAGE LL	439
3	6	AMERICAN ADVISORS GROUP	228
4	2	GENWORTH FINANCIAL HM E	192
5	2	URBAN FINANCIAL GROUP	149
6	6	SECURITY ONE LENDING	139
7	14	THE FIRST NATIONAL BANK	132
8	-3	GENERATION MORTGAGE COM	111
9	-1	REVERSE MORTGAGE USA IN	81
10	8	NEW DAY FINANCIAL LLC	71
Total:			2,515

## Active Originator Rank by Geographic Area

Rank	City	St	Act Origs	Avg. Unit/Mo	Rank	Zip	St	Act Origs	Avg. Unit/Mo
1	MIAMI	FL	25	2.0	1	32162	FL	7	1.7
2	LOS ANGELES	CA	24	1.4	2	84790	UT	6	3.5
3	HOUSTON	TX	22	2.2	2	33155	FL	6	1.0
4	PHILADELPHIA	PA	19	3.1	2	92646	CA	6	1.0
4	CHICAGO	IL	19	1.9	2	60619	IL	6	1.0
6	DALLAS	TX	16	1.5	6	84770	UT	5	1.4
7	BALTIMORE	MD	15	2.2	6	33196	FL	5	1.2
8	BROOKLYN	NY	14	1.5	6	19143	PA	5	1.0
8	SAN DIEGO	CA	14	1.4	6	81212	CO	5	1.0
10	DENVER	CO	12	1.2	6	33157	FL	5	1.0

## Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.8 %	1	Opa Locka	FL	17.8 %
2	UT	4.7 %	2	Compton	CA	14.3 %
3	MD	4.7 %	3	Hialeah	FL	13.1 %
4	CA	4.3 %	4	Portsmouth	VA	10.2 %
5	NV	4.0 %	5	Norfolk	VA	9.0 %
6	OR	4.0 %	6	Miami	FL	8.9 %
7	CO	3.7 %	7	Washington	DC	8.8 %
8	FL	3.6 %	8	Apple Valley	CA	8.8 %
9	CT	3.4 %	9	Sun City	CA	8.7 %
10	ID	3.4 %	10	Jamaica	NY	8.5 %

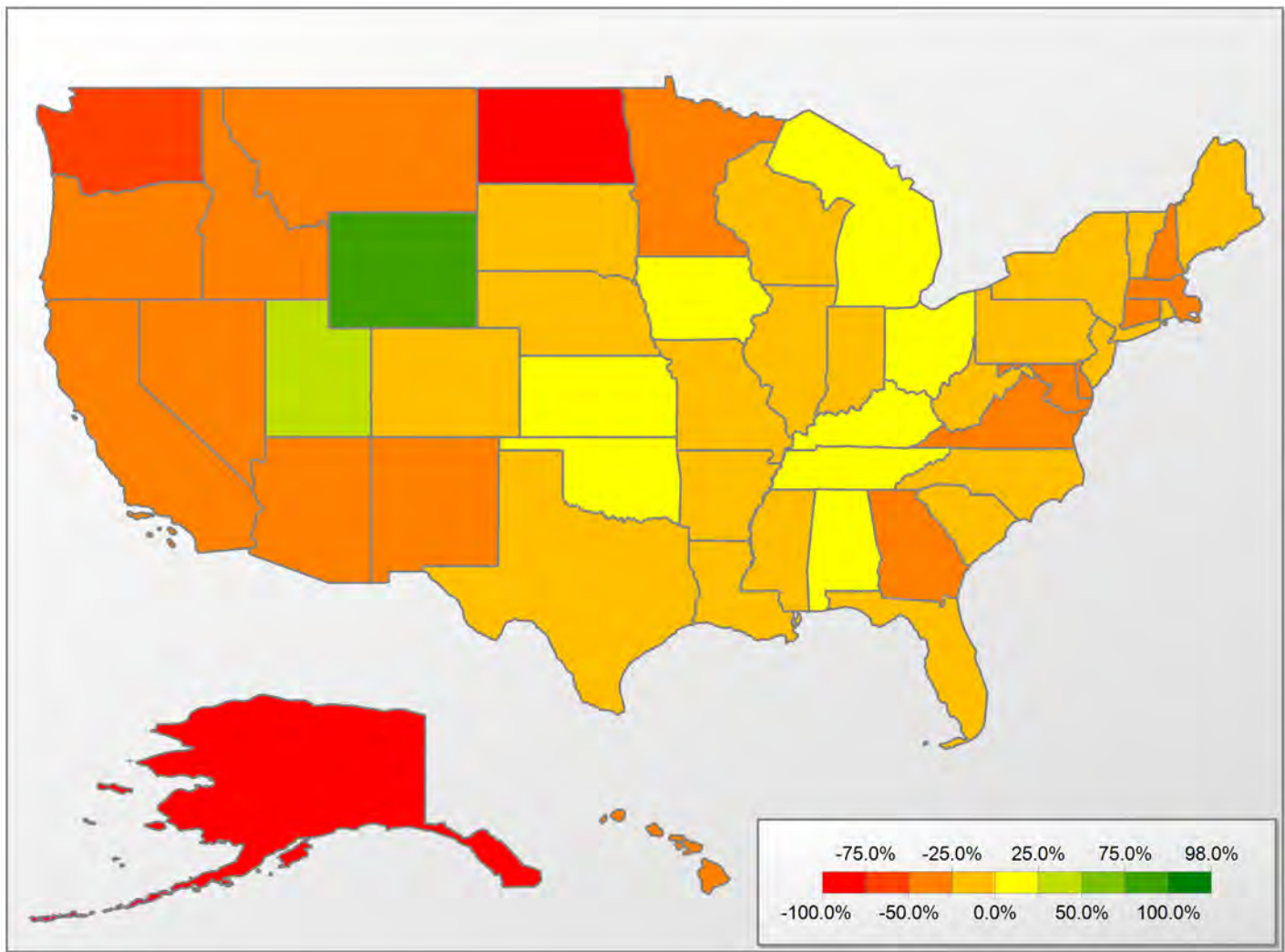
## Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	BOULDER	CO	\$490	\$191	1	10312	NY	\$490	\$170
2	ESCONDIDO	CA	\$404	\$159	2	33157	FL	\$264	\$119
3	WINTER HAVEN	FL	\$215	\$159	3	92545	CA	\$168	\$88
4	WINSTON SALEM	NC	\$290	\$150	4	92646	CA	\$581	\$74
5	LAS CRUCES	NM	\$340	\$138	5	33155	FL	\$271	\$68
6	MOUNT PLEASANT	SC	\$477	\$120	6	84770	UT	\$325	\$61
7	ATLANTA	GA	\$390	\$107	7	23452	VA	\$283	\$54
8	BATON ROUGE	LA	\$198	\$102	8	32162	FL	\$229	\$18
9	GREENVILLE	SC	\$203	\$98	9	11580	NY	\$311	\$16
10	PORTLAND	OR	\$342	\$89	10	19143	PA	\$96	\$15

## Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SAINT GEORGE	UT	\$7,175	\$6,303	1	84790	UT	\$5,868	\$5,523
2	BOULDER	CO	\$2,939	\$2,342	2	10312	NY	\$2,940	\$2,620
3	THE VILLAGES	FL	\$3,321	\$1,859	3	32162	FL	\$2,751	\$1,905
4	MOUNT PLEASANT	SC	\$2,386	\$1,671	4	84770	UT	\$2,272	\$1,745
5	WINTER HAVEN	FL	\$1,716	\$1,604	5	11580	NY	\$1,555	\$1,260
6	ESCONDIDO	CA	\$2,019	\$1,529	6	33157	FL	\$1,321	\$1,176
7	AMARILLO	TX	\$1,576	\$1,314	7	19966	DE	\$1,370	\$830
8	BATON ROUGE	LA	\$1,785	\$1,302	8	33155	FL	\$1,627	\$812
9	SAINT LOUIS	MO	\$2,069	\$1,284	9	92545	CA	\$842	\$762
10	STATEN ISLAND	NY	\$6,687	\$1,276	10	60619	IL	\$812	\$620

# 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.

Happy St. Patrick's Day!

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