

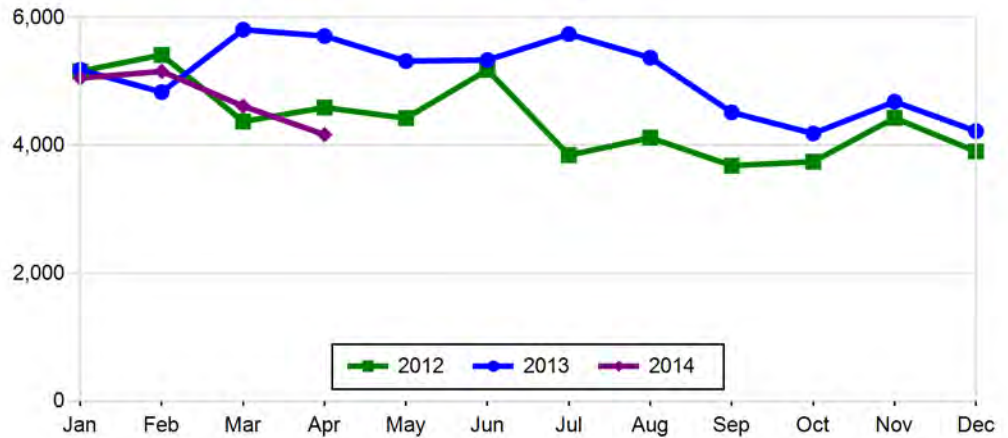
# HECM Trends

HECMs Endorsed thru April 2014

Next Release Date: Week 3 of July

## 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	3,338	14.6 %	1	PHILADELPHIA	PA	189	-18.2 %
2	Texas	1,362	-21.0 %	2	BROOKLYN	NY	148	-24.5 %
3	Florida	1,312	-6.8 %	3	LOS ANGELES	CA	145	-7.6 %
4	New York	1,215	-17.8 %	3	SAN DIEGO	CA	145	33.0 %
5	Pennsylvania	831	-22.8 %	5	MIAMI	FL	134	16.5 %
6	New Jersey	681	-13.2 %	6	WASHINGTON	DC	126	-17.1 %
7	Virginia	583	-19.9 %	7	CHICAGO	IL	121	-12.9 %
8	Arizona	563	20.3 %	8	HOUSTON	TX	102	-26.1 %
9	North Carolina	492	-29.8 %	9	BALTIMORE	MD	94	-25.4 %
10	Illinois	490	-12.0 %	10	LAS VEGAS	NV	87	74.0 %
		<b>10,867</b>	<b>-8.2 %</b>				<b>1,291</b>	<b>-8.6 %</b>

Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	813	5.4 %	1	84790	UT	51	-19.0 %
2	SAN DIEGO	CA	391	20.7 %	2	32162	FL	35	-35.2 %
3	ORANGE	CA	329	-8.1 %	3	95648	CA	30	11.1 %
4	MARICOPA	AZ	326	34.2 %	4	20011	DC	29	-6.5 %
5	RIVERSIDE	CA	272	14.8 %	5	92056	CA	23	155.6 %
6	COOK	IL	250	-8.8 %	6	20002	DC	22	-35.3 %
7	MIAMI-DADE	FL	216	13.1 %	6	85375	AZ	22	100.0 %
8	SUFFOLK	NY	210	-15.0 %	8	95747	CA	21	90.9 %
9	PHILADELPHIA	PA	189	-18.2 %	9	19143	PA	20	66.7 %
10	NASSAU	NY	175	-3.3 %	10	92028	CA	19	280.0 %
			<b>3,171</b>	<b>3.7 %</b>				<b>272</b>	<b>5.8 %</b>

\*Paid Advertisement

### Endorsement Growth Rate

Year	Units	% Chg.
2011	68,566	-5.7 %
2012	52,883	-22.9 %
2013	60,929	15.2 %
YTD	Units	% Chg.
Apr 13	21,544	10.2 %
Apr 14	18,995	-11.8 %

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

John K. Lunde, President  
[john@rminsight.net](mailto:john@rminsight.net)

Ph.: (949) 429-0452

## RVUNIVERSITY

## REVERSEVISION'S ONLINE REVERSE MORTGAGE TRAINING



- ✓ Earn CRMP CE Credits
- ✓ Earn NMLS CE Credits
- ✓ Internet-Based and Self-Paced
- ✓ Cost and Time Effective
- ✓ Consistent Training Across Staff
- ✓ SAFE Act Compliant, Prepare for Audits
- ✓ Learn More at [www.ReverseVision.com/RVU](http://www.ReverseVision.com/RVU)

**ENROLL TODAY!**

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

Year	Active Originators	% Chg.
2012	1,838	-8.7 %
2013	1,942	5.7 %

Month	Active Originators	% Chg.
Apr 13	713	4.5 %
Apr 14	618	-13.3 %

## Refinance Transactions (% of endorsements)

Year	% Refi	% Chg.
2012	2 %	-46 %
2013	4 %	90 %

Mth	% Refi	% Chg.
Apr 13	3 %	25 %
Apr 14	3 %	-15 %

## 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 (682) 651-5632 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.

Visit us on the web at  
[www.rminsight.net](http://www.rminsight.net)

\*Paid Advertisement

## Living Forward in Reverse

• Wholesale Lending  
• Correspondent Lending

RMSnav.com



# Competitive Landscape -YTD

## Endorsement and Originator Trends

### Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	2	AMERICAN ADVISORS GROUP	2,867
2	0	ONE REVERSE MORTGAGE LL	1,642
3	1	LIBERTY HOME EQUITY SOL	1,369
4	-3	RMS/SECURITY ONE LENDIN	1,311
5	0	PROFICIO MORTGAGE VENTU	679
6	1	URBAN FINANCIAL OF AMER	442
7	2	ASSOCIATED MORTGAGE BAN	285
8	3	GENERATION MORTGAGE COM	255
9	3	IREVERSE HOME LOANS LLC	196
10	8	NET EQUITY FINANCIAL IN	176
Total:			9,222

## 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	67	1.4	1	92056	CA	17	1.1
2	SAN DIEGO	CA	61	1.5	1	92028	CA	17	1.0
3	MIAMI	FL	59	1.5	3	20011	DC	15	1.4
4	PHILADELPHIA	PA	49	2.4	4	85375	AZ	14	1.2
4	BROOKLYN	NY	49	1.7	5	32162	FL	13	1.6
6	HOUSTON	TX	38	1.8	5	11203	NY	13	1.2
7	CHICAGO	IL	33	2.4	5	20002	DC	13	1.1
7	WASHINGTON	DC	33	1.8	5	33175	FL	13	1.1
7	SAN JOSE	CA	33	1.5	5	92114	CA	13	1.1
10	OCEANSIDE	CA	31	1.2	5	92057	CA	13	1.0

## Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.4 %	1	Opa Locka	FL	17.0 %
2	UT	5.7 %	2	Compton	CA	13.7 %
3	MD	4.9 %	3	Hialeah	FL	12.7 %
4	CA	4.5 %	4	Saint George	UT	12.3 %
5	OR	4.2 %	5	Portsmouth	VA	10.6 %
6	NV	4.1 %	6	Jamaica	NY	9.8 %
7	CO	4.1 %	7	Washington	DC	9.4 %
8	DE	3.7 %	8	Norfolk	VA	9.1 %
9	FL	3.6 %	9	Chesapeake	VA	9.0 %
10	CT	3.6 %	10	Lady Lake	FL	8.9 %

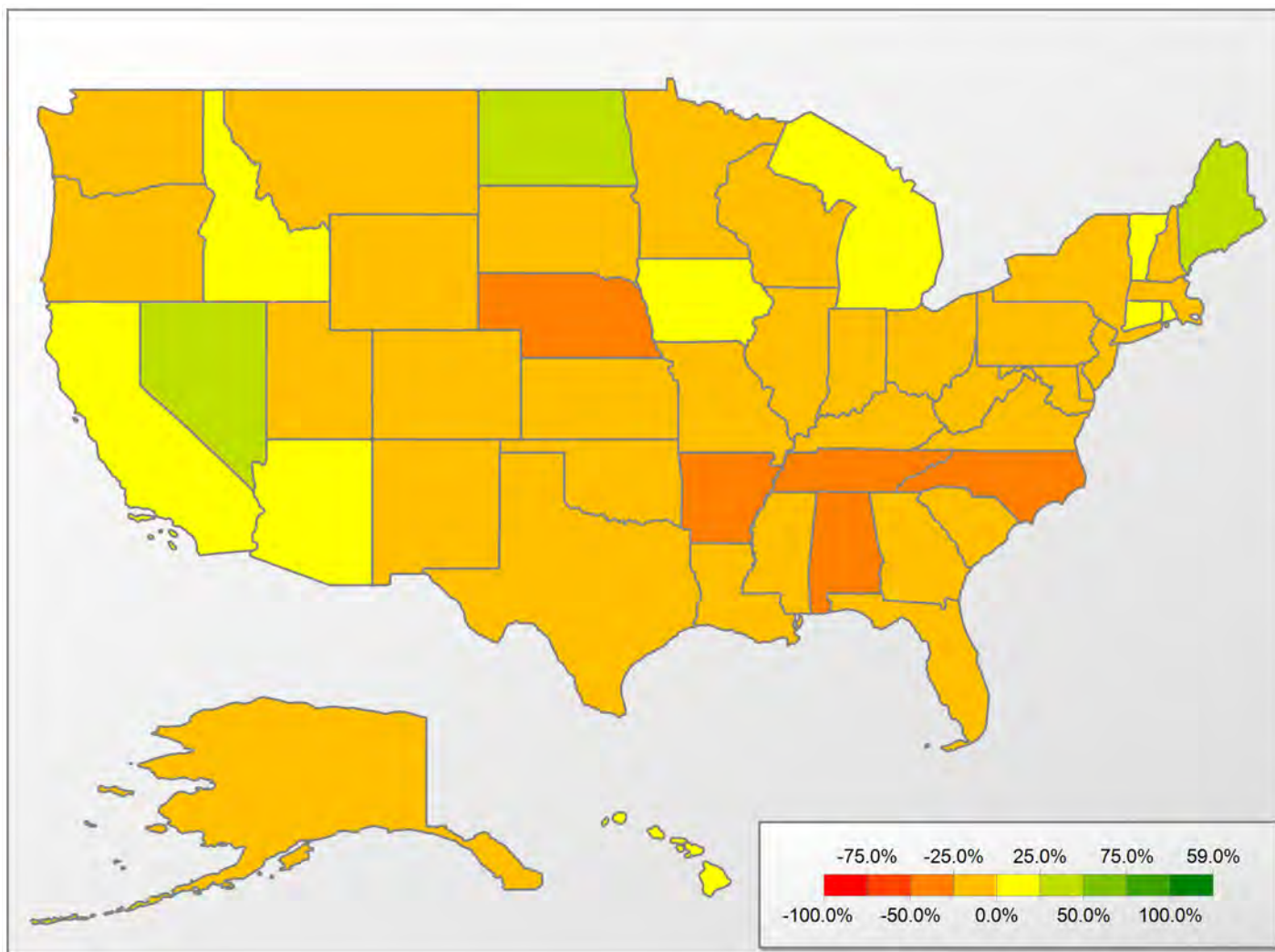
## Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	PORT SAINT LUCIE	FL	\$178	\$77	1	92886	CA	\$607	\$133
2	LINCOLN	CA	\$420	\$67	2	91342	CA	\$409	\$125
3	ALEXANDRIA	VA	\$475	\$56	3	94595	CA	\$491	\$118
4	WALNUT CREEK	CA	\$531	\$53	4	92040	CA	\$410	\$88
5	THE VILLAGES	FL	\$271	\$52	5	92028	CA	\$462	\$87
6	BAKERSFIELD	CA	\$212	\$52	6	93023	CA	\$505	\$75
7	BOYNTON BEACH	FL	\$271	\$52	7	92056	CA	\$409	\$74
8	CHESAPEAKE	VA	\$283	\$50	8	23322	VA	\$338	\$73
9	MISSION VIEJO	CA	\$528	\$46	9	11236	NY	\$485	\$69
10	PORTLAND	OR	\$312	\$45	10	95648	CA	\$420	\$67

## Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SAN DIEGO	CA	\$66,856	\$16,857	1	92028	CA	\$8,771	\$6,898
2	OCEANSIDE	CA	\$18,097	\$11,366	2	92626	CA	\$7,813	\$6,670
3	PHOENIX	AZ	\$18,243	\$9,666	3	92056	CA	\$9,403	\$6,389
4	COSTA MESA	CA	\$11,469	\$9,236	4	94595	CA	\$8,833	\$5,850
5	LAS VEGAS	NV	\$19,330	\$7,091	5	91342	CA	\$6,129	\$5,278
6	ROSEVILLE	CA	\$10,865	\$6,947	6	93023	CA	\$6,055	\$5,195
7	SAN FRANCISCO	CA	\$25,805	\$6,415	7	92886	CA	\$7,289	\$4,444
8	WALNUT CREEK	CA	\$15,404	\$5,846	8	95747	CA	\$7,556	\$4,034
9	SACRAMENTO	CA	\$16,711	\$5,830	9	90630	CA	\$6,476	\$3,976
10	BOYNTON BEACH	FL	\$9,768	\$5,153	10	94112	CA	\$7,471	\$3,534

# 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.

**THINGS AREN'T ALWAYS THE WAY THEY APPEAR**

*Rely on a partner that has committed to being First in Reverse for over 15 years. You can count on our title and settlement experience to work for you.*

**PRC**  
PREMIER REVERSE CLOSINGS  
DIVISION OF NATIONAL CLOSING SOLUTIONS  
DIVISION OF PLACER TITLE COMPANY

Toll-Free: 800.542.4113  
www.PRClosings.com  
**FIRST IN REVERSE**

