

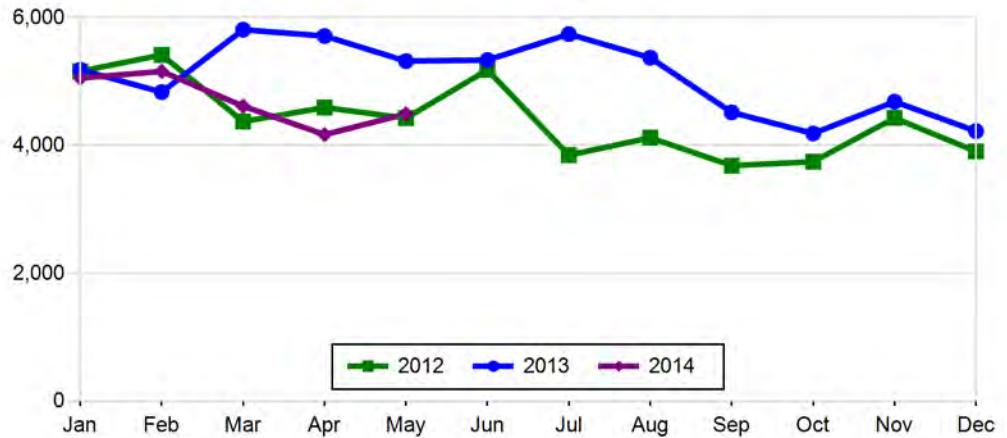
HECM Trends

HECMs Endorsed thru May 2014

Next Release Date: Week 3 of August

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	3,999	6.6 %	1	PHILADELPHIA	PA	247	-15.1 %
2	Texas	1,695	-23.0 %	2	LOS ANGELES	CA	177	-11.9 %
3	Florida	1,668	-5.5 %	3	MIAMI	FL	172	13.2 %
4	New York	1,464	-18.2 %	4	BROOKLYN	NY	170	-29.8 %
5	Pennsylvania	1,036	-19.5 %	5	SAN DIEGO	CA	167	16.8 %
6	New Jersey	832	-14.8 %	6	WASHINGTON	DC	164	-5.7 %
7	Virginia	725	-19.0 %	7	CHICAGO	IL	158	-7.1 %
8	Arizona	696	14.1 %	8	HOUSTON	TX	137	-21.7 %
9	North Carolina	620	-25.3 %	9	BALTIMORE	MD	118	-25.3 %
10	Illinois	616	-6.5 %	10	LAS VEGAS	NV	104	57.6 %
		13,351	-9.6 %				1,614	-8.9 %

Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	995	-0.9 %	1	84790	UT	55	-33.7 %
2	SAN DIEGO	CA	448	9.0 %	2	32162	FL	51	-30.1 %
3	MARICOPA	AZ	403	25.2 %	3	20011	DC	39	5.4 %
4	ORANGE	CA	384	-17.2 %	4	95648	CA	34	-5.6 %
5	RIVERSIDE	CA	328	9.7 %	5	85375	AZ	30	100.0 %
6	COOK	IL	311	-4.6 %	6	20002	DC	29	-21.6 %
7	MIAMI-DADE	FL	282	14.2 %	7	95747	CA	24	84.6 %
8	PHILADELPHIA	PA	247	-15.1 %	7	92056	CA	24	84.6 %
9	SUFFOLK	NY	246	-16.0 %	9	19148	PA	23	64.3 %
10	NASSAU	NY	213	-4.1 %	10	23322	VA	21	10.5 %
			3,857	-0.6 %				330	-2.9 %

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Endorsement Growth Rate

Year	Units	% Chg.
2011	68,566	-5.7 %
2012	52,883	-22.9 %
2013	60,929	15.2 %
YTD	Units	% Chg.
May 13	26,865	12.1 %
May 14	23,488	-12.6 %

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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.
May 13	710	10.2 %
May 14	616	-13.2 %

Refinance Transactions (% of endorsements)

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

Mth	% Refi	% Chg.
May 13	4 %	118 %
May 14	3 %	-29 %

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?

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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1		2 AMERICAN ADVISORS GROUP	4,034
2	-1	ONE REVERSE MORTGAGE LL	2,037
3	-1	RMS/SECURITY ONE LENDIN	1,535
4	0	LIBERTY HOME EQUITY SOL	1,500
5	0	PROFICIO MORTGAGE VENTU	827
6	1	URBAN FINANCIAL OF AMER	560
7	1	ASSOCIATED MORTGAGE BAN	333
8	2	GENERATION MORTGAGE COM	309
9	8	NET EQUITY FINANCIAL IN	238
10	3	IREVERSE HOME LOANS LLC	230
Total:			11,603

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	76	1.4	1	20011	DC	19	1.3
2	SAN DIEGO	CA	69	1.5	1	85375	AZ	19	1.1
3	MIAMI	FL	65	1.5	3	32162	FL	17	1.7
4	PHILADELPHIA	PA	54	2.5	3	92028	CA	17	1.2
4	BROOKLYN	NY	54	1.6	3	92056	CA	17	1.1
6	HOUSTON	TX	40	2.0	3	33175	FL	17	1.1
7	CHICAGO	IL	39	2.5	7	95648	CA	16	1.4
7	WASHINGTON	DC	39	1.8	7	20002	DC	16	1.1
7	SAN JOSE	CA	39	1.4	7	92646	CA	16	1.1
10	STATEN ISLAND	NY	34	1.1	10	11203	NY	15	1.2

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	9.5 %	1	Opa Locka	FL	16.9 %
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	10.5 %
6	NV	4.1 %	6	Jamaica	NY	9.8 %
7	CO	4.1 %	7	Washington	DC	9.5 %
8	DE	3.7 %	8	Norfolk	VA	9.2 %
9	FL	3.6 %	9	Chesapeake	VA	9.0 %
10	CT	3.6 %	10	Lady Lake	FL	9.0 %

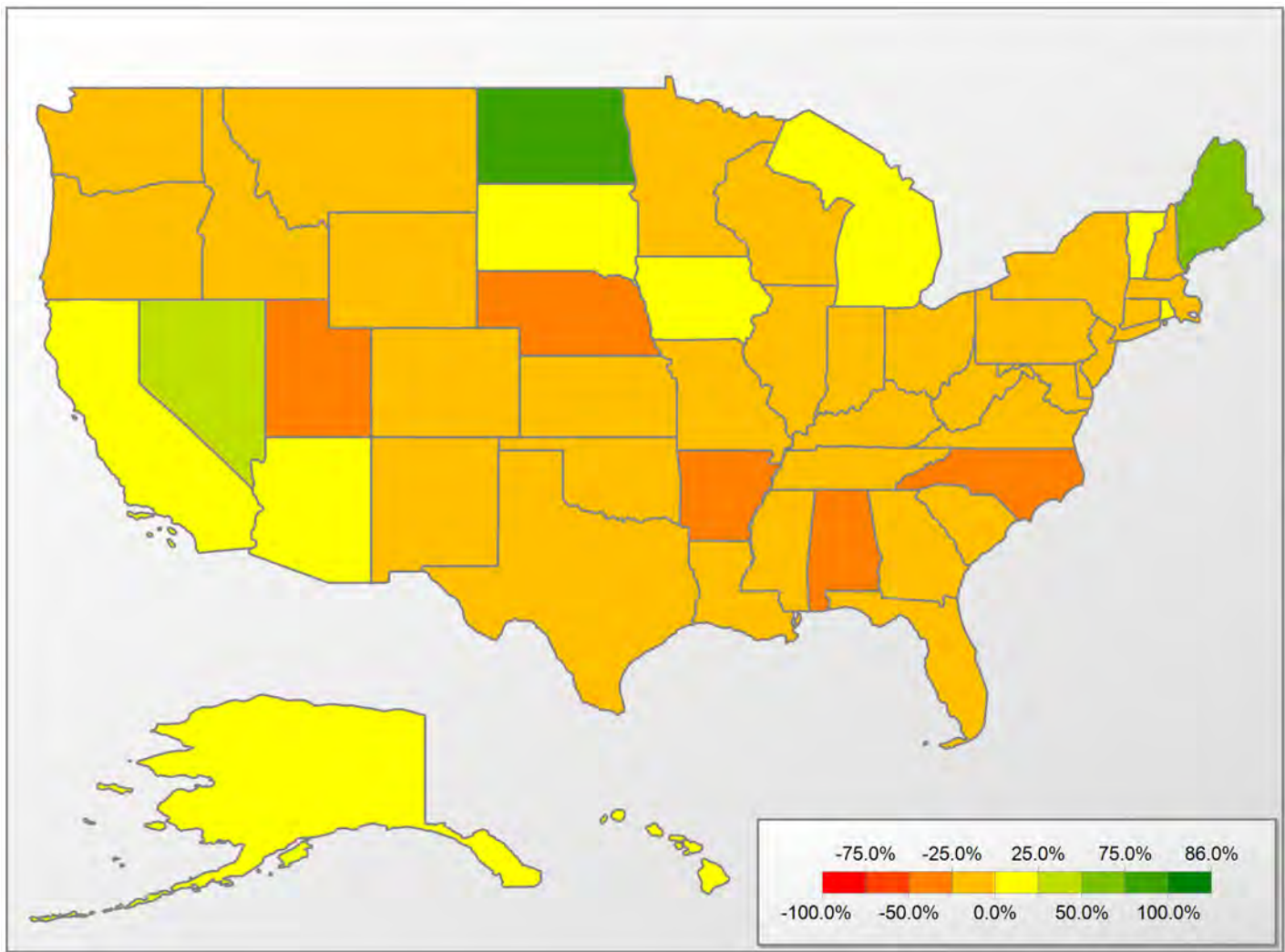
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	BOYNTON BEACH	FL	\$280	\$68	1	94595	CA	\$491	\$118
2	PORT SAINT LUCIE	FL	\$175	\$63	2	92028	CA	\$465	\$113
3	LINCOLN	CA	\$425	\$59	3	33437	FL	\$299	\$94
4	ROSEVILLE	CA	\$350	\$58	4	91342	CA	\$406	\$91
5	BAKERSFIELD	CA	\$215	\$55	5	92114	CA	\$328	\$76
6	WALNUT CREEK	CA	\$530	\$52	6	92692	CA	\$529	\$74
7	OAKLAND	CA	\$495	\$51	7	11236	NY	\$491	\$72
8	LONG BEACH	CA	\$491	\$50	8	92056	CA	\$402	\$70
9	CHESAPEAKE	VA	\$273	\$45	9	23322	VA	\$325	\$63
10	SALT LAKE CITY	UT	\$315	\$44	10	95648	CA	\$425	\$59

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SAN DIEGO	CA	\$77,496	\$12,402	1	92028	CA	\$9,756	\$7,298
2	OCEANSIDE	CA	\$19,878	\$10,956	2	94595	CA	\$9,322	\$6,339
3	PHOENIX	AZ	\$22,156	\$10,635	3	92626	CA	\$8,398	\$5,429
4	LAS VEGAS	NV	\$23,421	\$7,163	4	92056	CA	\$9,648	\$5,334
5	MIAMI	FL	\$43,663	\$6,849	5	91342	CA	\$6,909	\$5,330
6	ROSEVILLE	CA	\$12,612	\$6,773	6	95747	CA	\$8,793	\$4,603
7	WALNUT CREEK	CA	\$15,893	\$6,335	7	92114	CA	\$5,578	\$3,558
8	SACRAMENTO	CA	\$18,473	\$5,700	8	92057	CA	\$4,904	\$3,457
9	TORRANCE	CA	\$18,034	\$5,037	9	91001	CA	\$9,490	\$2,904
10	BOYNTON BEACH	FL	\$11,775	\$4,993	10	91367	CA	\$8,626	\$2,859

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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