HECM Trends

HECMs Endorsed thru November 2014

Next Release Date: Week 3 of February

Endorsement Growth Rate

Year	Units	% Chg.
2011	68,566	-5.7 %
2012	52,883	-22.9 %
2013	60,929	15.2 %

YTD	Units	% Chg.
Nov 13	56,706	15.8 %
Nov 14	48,009	-15.3 %

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)

Sales Performance

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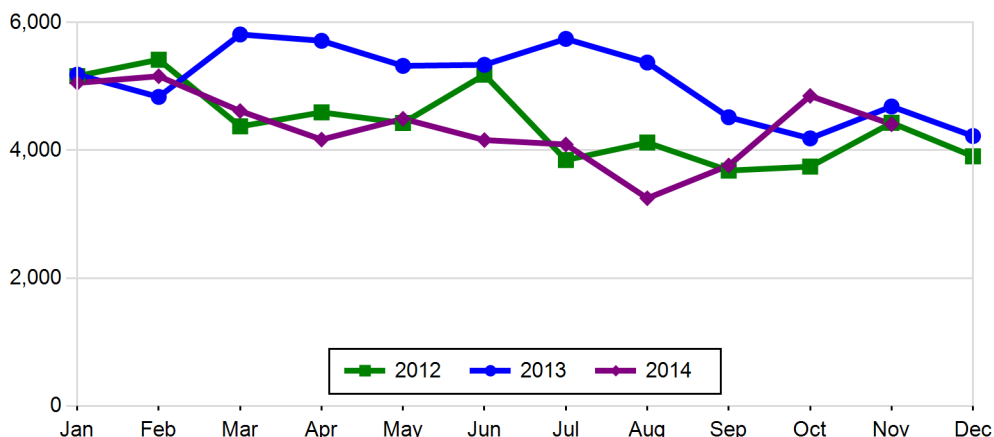
Endorsement Rank by Geographic Area (YTD) Units and Growth %

Rank	State	Units	Growth
1	California	8,466	-0.8 %
2	Florida	3,440	-7.0 %
3	Texas	3,404	-28.2 %
4	New York	2,824	-20.3 %
5	Pennsylvania	2,174	-16.9 %
6	New Jersey	1,670	-18.5 %
7	Arizona	1,541	6.8 %
8	Virginia	1,440	-18.0 %
9	Illinois	1,366	-1.7 %
10	North Carolina	1,240	-26.1 %
		27,565	-12.4 %

Rank	City	St	Units	Growth
1	PHILADELPHIA	PA	533	-9.0 %
2	LOS ANGELES	CA	390	-17.5 %
3	CHICAGO	IL	380	8.6 %
4	WASHINGTON	DC	354	-8.3 %
5	MIAMI	FL	319	-7.5 %
6	SAN DIEGO	CA	317	-5.7 %
7	BROOKLYN	NY	296	-32.3 %
8	HOUSTON	TX	295	-23.8 %
9	LAS VEGAS	NV	240	41.2 %
10	PHOENIX	AZ	224	40.9 %
			3,348	-7.7 %

Rank	County	St	Units	Growth
1	LOS ANGELES	CA	2,056	-8.7 %
2	MARICOPA	AZ	922	13.3 %
3	SAN DIEGO	CA	872	-5.9 %
4	ORANGE	CA	812	-17.0 %
5	RIVERSIDE	CA	723	4.0 %
6	COOK	IL	716	4.8 %
7	PHILADELPHIA	PA	533	-9.0 %
8	MIAMI-DADE	FL	526	-5.4 %
9	SUFFOLK	NY	507	-14.8 %
10	SAN BERNARDINO	CA	429	19.8 %
			8,096	-4.1 %

Rank	Zip	St	Units	Growth
1	84790	UT	115	-27.7 %
1	32162	FL	115	-8.0 %
3	20011	DC	93	-1.1 %
4	95648	CA	72	-7.7 %
5	20002	DC	62	-18.4 %
6	19143	PA	57	54.1 %
7	85375	AZ	53	60.6 %
8	95747	CA	44	41.9 %
9	84770	UT	42	-44.7 %
9	19148	PA	42	23.5 %
			695	-6.5 %

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

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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.
Nov 13	682	21.4 %
Nov 14	667	-2.2 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Nov 13	6 %	237 %
Nov 14	8 %	22 %

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.
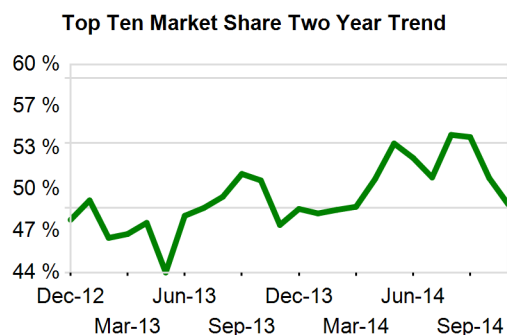
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Competitive Landscape -YTD

Endorsement and OriginatorTrends

Top Ten Market Share Two Year Trend

Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	8,981
2	0	ONE REVERSE MORTGAGE LL	4,434
3	0	RMS/SECURITY ONE LENDIN	3,226
4	0	LIBERTY HOME EQUITY SOL	2,541
5	0	PROFICIO MORTGAGE VENTU	1,585
6	1	URBAN FINANCIAL OF AMER	1,167
7	2	GENERATION MORTGAGE COM	611
8	11	NET EQUITY FINANCIAL IN	584
9	-1	ASSOCIATED MORTGAGE BAN	415
10	2	CHERRY CREEK MORTGAGE C	402
		Total:	23,946

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	127	1.5	1	20011	DC	28	1.5
2	SAN DIEGO	CA	104	1.4	2	95648	CA	27	1.3
3	MIAMI	FL	89	1.4	2	92056	CA	27	1.0
4	PHILADELPHIA	PA	77	2.7	4	32162	FL	25	1.8
5	BROOKLYN	NY	67	1.5	4	92128	CA	25	1.0
6	SAN JOSE	CA	61	1.5	4	92646	CA	25	1.0
7	CHICAGO	IL	60	2.5	4	90631	CA	25	1.0
8	HOUSTON	TX	58	2.0	8	20002	DC	24	1.3
9	STATEN ISLAND	NY	54	1.1	8	85375	AZ	24	1.2
10	LONG BEACH	CA	52	1.1	8	91335	CA	24	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.3 %	1	Opa Locka	FL	16.7 %
2	UT	4.8 %	2	Compton	CA	13.6 %
3	MD	4.2 %	3	Saint George	UT	13.0 %
4	CA	4.0 %	4	Hialeah	FL	12.5 %
5	NV	3.5 %	5	Portsmouth	VA	10.5 %
6	OR	3.5 %	6	Jamaica	NY	9.9 %
7	FL	3.3 %	7	Washington	DC	9.5 %
8	CO	3.2 %	8	Lady Lake	FL	9.1 %
9	DE	3.1 %	9	Norfolk	VA	9.1 %
10	ID	2.9 %	10	Chesapeake	VA	9.0 %

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	$172	$47	1	20002	DC	$514	$53
2	BOYNTON BEACH	FL	$263	$42	2	11203	NY	$460	$52
3	OAKLAND	CA	$466	$42	3	92223	CA	$246	$49
4	RIVERSIDE	CA	$314	$42	4	33165	FL	$282	$49
5	JAMAICA	NY	$396	$42	5	94595	CA	$479	$45
6	DENVER	CO	$319	$38	6	95747	CA	$361	$31
7	BAKERSFIELD	CA	$222	$32	7	95648	CA	$421	$30
8	TORRANCE	CA	$552	$32	8	85351	AZ	$140	$28
9	LONG BEACH	CA	$486	$31	9	92056	CA	$399	$23
10	LINCOLN	CA	$421	$30	10	19148	PA	$187	$21

Geography Rank by Total MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	PHOENIX	AZ	$53,160	$18,543	1	95747	CA	$15,895	$5,646
2	LAS VEGAS	NV	$55,408	$15,284	2	85375	AZ	$10,490	$3,234
3	CHICAGO	IL	$74,847	$14,415	3	92223	CA	$8,122	$3,200
4	SANTA ROSA	CA	$40,045	$10,186	4	92646	CA	$19,346	$2,350
5	SACRAMENTO	CA	$36,712	$8,773	5	19148	PA	$7,834	$2,190
6	TUCSON	AZ	$37,817	$7,644	6	19143	PA	$6,033	$2,141
7	ROSEVILLE	CA	$23,034	$7,612	7	60620	IL	$5,012	$2,038
8	TORRANCE	CA	$33,117	$7,112	8	92562	CA	$12,004	$1,952
9	OCEANSIDE	CA	$32,932	$5,479	9	92056	CA	$16,352	$1,677
10	MESA	AZ	$22,897	$4,829	10	94595	CA	$15,793	$1,473

YTD Endorsement Growth Heatmap

Legend:
-100.0% -75.0% -50.0% -25.0% 0.0% 25.0% 50.0% 75.0% 100.0% 59.0%
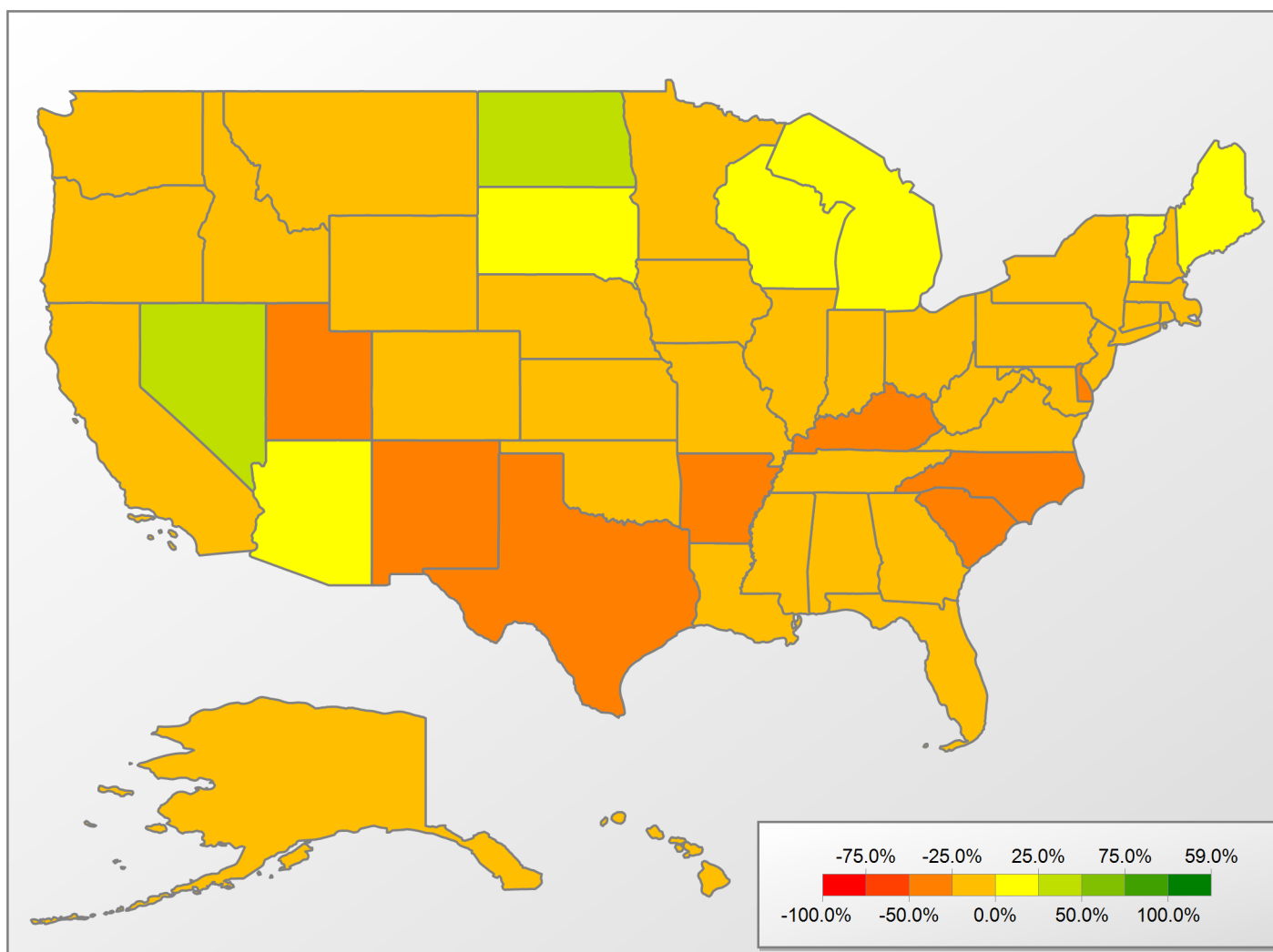
Definitions

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.

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