

HECM Trends

HECMs Endorsed thru April 2016

Next Release Date: Week 3 of July



REVERSE MARKET
INSIGHT

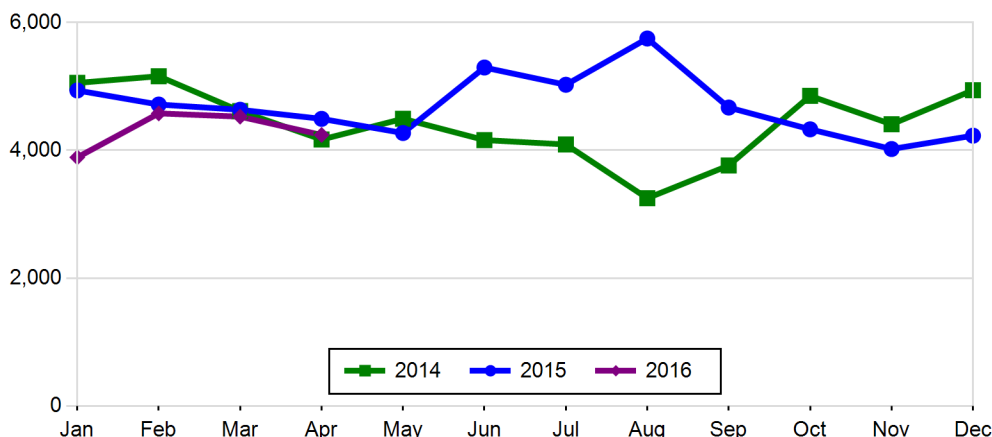
Endorsement Growth Rate

Year	Units	% Chg.
2013	60,929	15.2 %
2014	52,949	-13.1 %
2015	56,363	6.4 %

YTD	Units	% Chg.
Apr 15	18,778	-1.1 %
Apr 16	17,232	-8.2 %

Sales Performance

Year Over Year Endorsement Trend



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

Rank	State	Units	Growth
1	California	3,879	8.2 %
2	Florida	1,405	-11.0 %
3	Texas	1,303	-6.1 %
4	New York	801	-31.2 %
5	Colorado	634	46.8 %
6	Arizona	596	2.2 %
7	Washington	488	26.4 %
8	Pennsylvania	454	-33.6 %
9	New Jersey	449	-23.1 %
10	North Carolina	423	-10.8 %
		10,432	-3.9 %

Rank	City	St	Units	Growth
1	LOS ANGELES	CA	178	-1.1 %
2	HOUSTON	TX	145	12.4 %
3	SAN DIEGO	CA	136	7.1 %
4	WASHINGTON	DC	106	-25.4 %
5	BROOKLYN	NY	104	-28.8 %
6	LAS VEGAS	NV	103	-8.8 %
7	MIAMI	FL	100	-32.4 %
8	DENVER	CO	98	32.4 %
9	CHICAGO	IL	89	-20.5 %
10	SAN JOSE	CA	86	-2.3 %
			1,145	-9.1 %

Rank	County	St	Units	Growth
1	LOS ANGELES	CA	931	3.9 %
2	ORANGE	CA	369	14.2 %
3	SAN DIEGO	CA	368	6.1 %
4	MARICOPA	AZ	367	4.0 %
5	RIVERSIDE	CA	321	-8.0 %
6	HARRIS	TX	210	5.5 %
6	SAN BERNARDINO	CA	210	4.5 %
8	COOK	IL	194	-19.5 %
9	CLARK	NV	166	-10.3 %
10	MIAMI-DADE	FL	159	-22.4 %
			3,295	-0.1 %

Rank	Zip	St	Units	Growth
1	84790	UT	55	22.2 %
2	32162	FL	49	0.0 %
3	95648	CA	27	12.5 %
4	85375	AZ	26	23.8 %
5	20011	DC	25	-21.9 %
6	92692	CA	23	64.3 %
7	95409	CA	22	83.3 %
8	84770	UT	21	50.0 %
9	20002	DC	19	-17.4 %
10	80014	CO	18	1,700.0 %
			285	21.3 %

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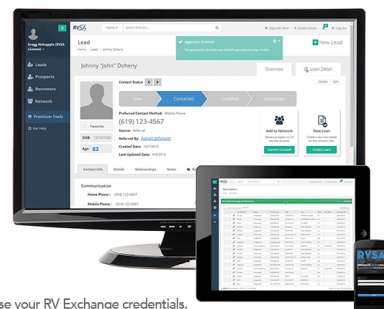
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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2014	2,036	5.3 %
2015	2,212	8.6 %

Month	Active Originators	% Chg.
Apr 15	673	9.1 %
Apr 16	693	3.0 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2014	5 %	15 %
2015	11 %	121 %

Mth	% Refi	% Chg.
Apr 15	10 %	216 %
Apr 16	9 %	-16 %

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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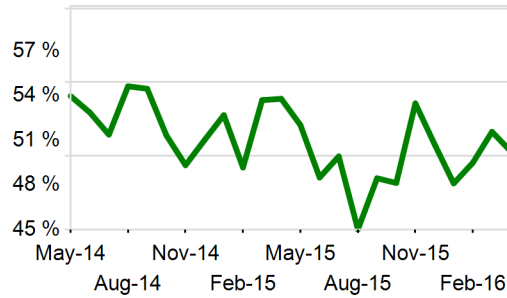
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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	2,965
2	0	ONE REVERSE MORTGAGE LL	1,255
3	0	RMS/SECURITY ONE LENDIN	990
4	0	LIBERTY HOME EQUITY SOL	856
5	2	REVERSE MORTGAGE FUNDIN	554
6	-1	FINANCE OF AMERICA REVE	459
7	548	SYNERGY ONE LENDING INC	428
8	0	LIVE WELL FINANCIAL INC	412
9	16	NATIONWIDE EQUITIES COR	344
10	2	HIGH TECH LENDING INC	283
Total:			8,546

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	86	1.4	1	92692	CA	20	1.1
2	SAN DIEGO	CA	63	1.4	2	32162	FL	19	1.4
3	MIAMI	FL	48	1.3	3	90660	CA	16	1.0
4	BROOKLYN	NY	43	1.4	4	84790	UT	15	2.7
5	SAN JOSE	CA	41	1.4	4	85375	AZ	15	1.2
6	DENVER	CO	36	1.6	4	95648	CA	15	1.2
7	HOUSTON	TX	33	2.0	4	90016	CA	15	1.1
7	WASHINGTON	DC	33	1.8	4	95409	CA	15	1.1
9	PHOENIX	AZ	31	1.6	4	92056	CA	15	1.1
9	ANAHEIM	CA	31	1.1	10	92211	CA	14	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.3 %	1	Opa Locka	FL	15.8 %
2	UT	5.1 %	2	Saint George	UT	15.5 %
3	CA	4.1 %	3	Compton	CA	13.6 %
4	MD	4.1 %	4	Hialeah	FL	12.1 %
5	NV	3.7 %	5	Portsmouth	VA	10.2 %
6	OR	3.5 %	6	Jamaica	NY	10.2 %
7	CO	3.4 %	7	Lady Lake	FL	9.9 %
8	CT	3.3 %	8	Washington	DC	9.4 %
9	NJ	3.3 %	9	Chesapeake	VA	9.1 %
10	FL	3.3 %	10	Sun City	CA	8.8 %

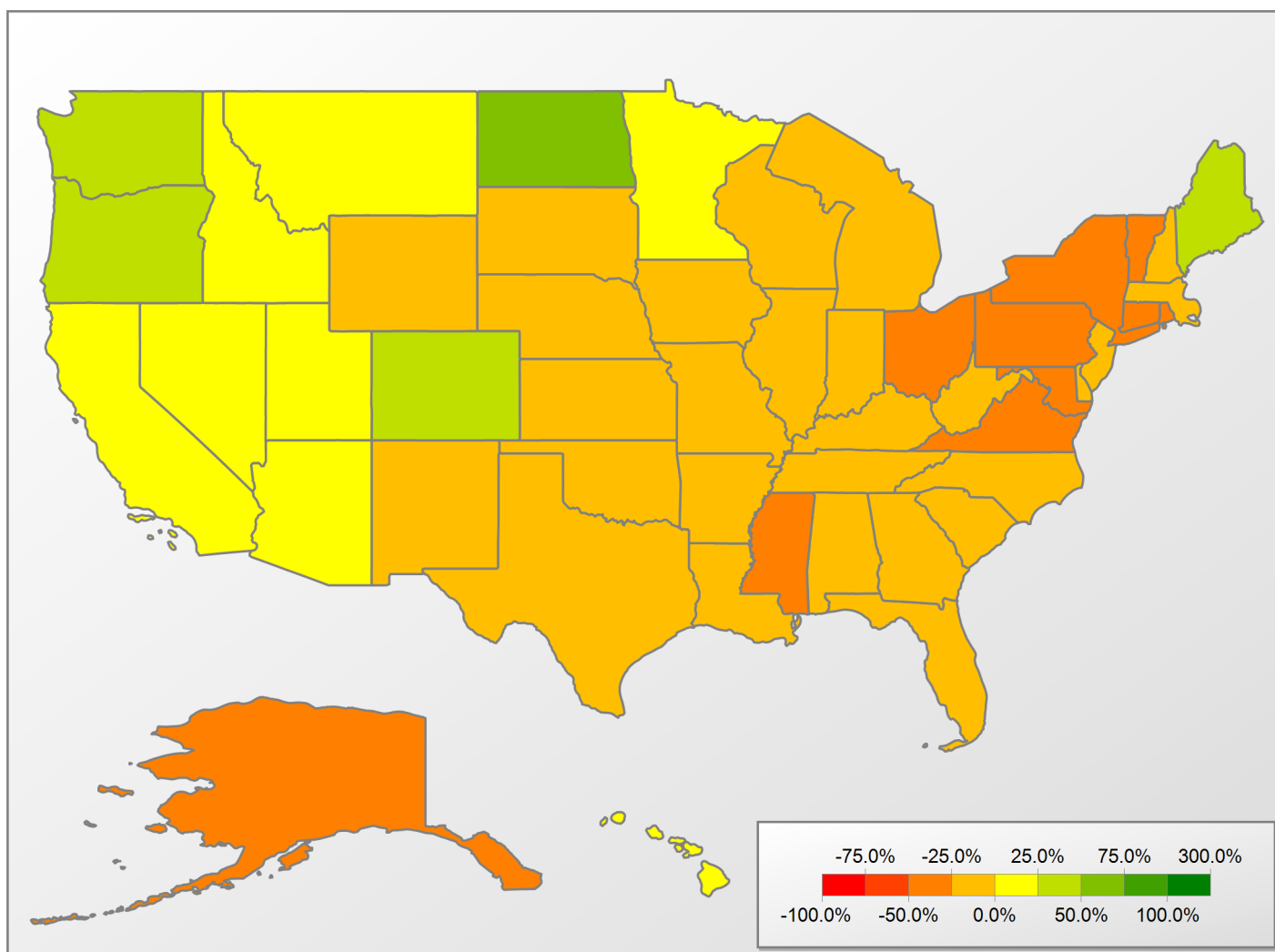
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	NAPLES	FL	\$387	\$91	1	89511	NV	\$513	\$219
2	CAMARILLO	CA	\$506	\$84	2	92024	CA	\$626	\$93
3	RENO	NV	\$350	\$76	3	94546	CA	\$615	\$90
4	SAINT LOUIS	MO	\$210	\$73	4	92253	CA	\$491	\$87
5	PORTLAND	OR	\$387	\$71	5	93012	CA	\$468	\$84
6	JACKSONVILLE	FL	\$270	\$68	6	92203	CA	\$387	\$80
7	BRONX	NY	\$483	\$67	7	33437	FL	\$345	\$68
8	BOYNTON BEACH	FL	\$349	\$62	8	84121	UT	\$367	\$67
9	TULSA	OK	\$190	\$62	9	92111	CA	\$471	\$66
10	SALT LAKE CITY	UT	\$323	\$60	10	85375	AZ	\$247	\$50

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$34,700	\$11,504	1	95409	CA	\$12,567	\$6,240
2	RENO	NV	\$18,204	\$11,342	2	89511	NV	\$6,158	\$5,864
3	LONG BEACH	CA	\$25,006	\$9,839	3	92692	CA	\$12,937	\$5,233
4	AURORA	CO	\$14,727	\$9,560	4	84790	UT	\$19,601	\$4,928
5	ANAHEIM	CA	\$20,450	\$9,245	5	93010	CA	\$6,712	\$4,576
6	WHITTIER	CA	\$13,977	\$8,890	6	10312	NY	\$5,687	\$4,257
7	OAKLAND	CA	\$22,517	\$8,002	7	94521	CA	\$6,612	\$3,879
8	HUNTINGTON BEACH	CA	\$20,410	\$7,766	8	92111	CA	\$6,591	\$3,758
9	PORTLAND	OR	\$24,376	\$7,342	9	80014	CO	\$3,818	\$3,553
10	NAPLES	FL	\$13,531	\$7,314	10	94546	CA	\$8,000	\$3,275

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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