

HECM Trends

HECMs Endorsed thru May 2016

Next Release Date: Week 3 of August



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.
May 15	23,048	-1.9 %
May 16	20,871	-9.4 %

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)

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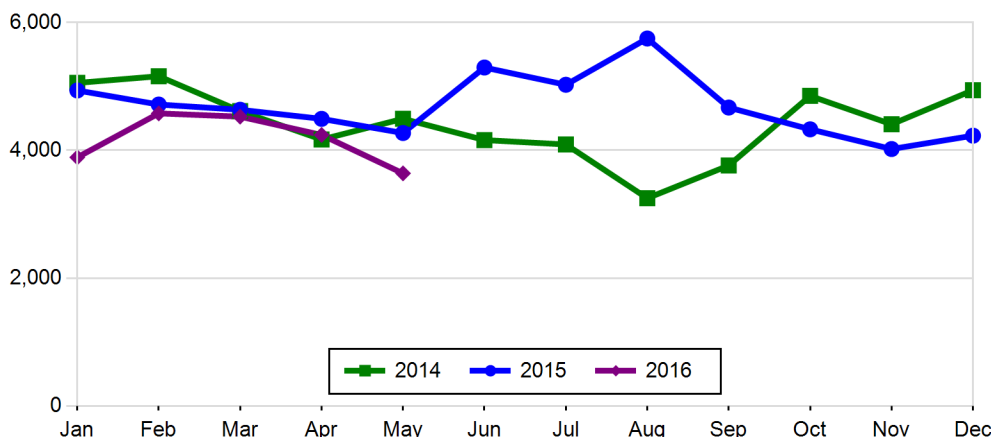
We are happy to assist members of the media with commentary or special data requests

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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	4,702	8.1 %	1	LOS ANGELES	CA	232	2.2 %			
2	Florida	1,734	-13.1 %	2	SAN DIEGO	CA	174	16.8 %			
3	Texas	1,573	-6.3 %	3	HOUSTON	TX	154	-2.5 %			
4	New York	951	-33.8 %	4	DENVER	CO	137	53.9 %			
5	Colorado	765	45.7 %	5	BROOKLYN	NY	123	-27.6 %			
6	Arizona	748	1.6 %	6	WASHINGTON	DC	122	-33.7 %			
7	Washington	577	24.1 %	7	MIAMI	FL	121	-35.3 %			
8	Pennsylvania	569	-32.5 %	8	LAS VEGAS	NV	113	-19.3 %			
9	New Jersey	538	-27.3 %	9	CHICAGO	IL	103	-23.1 %			
10	North Carolina	505	-15.7 %	10	SAN JOSE	CA	96	-11.1 %			
12,662				-5.3 %				1,375			
12,662		-5.3 %		1,375		-11.1 %					
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth		
1	LOS ANGELES	CA	1,103	2.8 %	1	84790	UT	63	12.5 %		
2	MARICOPA	AZ	473	7.0 %	2	32162	FL	62	-19.5 %		
3	SAN DIEGO	CA	471	14.9 %	3	95648	CA	40	29.0 %		
4	ORANGE	CA	442	13.0 %	4	85375	AZ	36	38.5 %		
5	RIVERSIDE	CA	385	-10.5 %	5	20011	DC	29	-40.8 %		
6	SAN BERNARDINO	CA	249	5.1 %	6	95409	CA	26	85.7 %		
7	HARRIS	TX	242	0.4 %	7	92692	CA	25	56.3 %		
8	COOK	IL	230	-22.0 %	7	84770	UT	25	78.6 %		
9	CLARK	NV	201	-11.8 %	9	92056	CA	22	0.0 %		
10	MIAMI-DADE	FL	193	-24.3 %	9	85374	AZ	22	83.3 %		
3,989				-0.3 %				350		10.4 %	

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2014	2,022	4.8 %
2015	2,198	8.7 %

Month	Active Originators	% Chg.
May 15	646	4.7 %
May 16	613	-5.1 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
May 15	9 %	191 %
May 16	10 %	-8 %

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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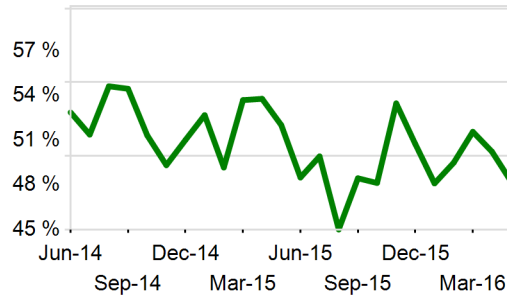
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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	3,586
2	0	ONE REVERSE MORTGAGE LL	1,571
3	0	RMS/SECURITY ONE LENDIN	1,014
4	0	LIBERTY HOME EQUITY SOL	986
5	2	REVERSE MORTGAGE FUNDIN	733
6	-1	FINANCE OF AMERICA REVE	570
7	612	SYNERGY ONE LENDING INC	517
8	0	LIVE WELL FINANCIAL INC	499
9	14	NATIONWIDE EQUITIES COR	418
10	2	HIGHTECHLENDING INC	374
Total:			10,268

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	103	1.4	1	32162	FL	23	1.5
2	SAN DIEGO	CA	71	1.4	2	92692	CA	21	1.1
3	MIAMI	FL	55	1.3	3	95648	CA	20	1.3
4	BROOKLYN	NY	45	1.5	4	85375	AZ	18	1.2
5	DENVER	CO	44	1.6	4	92056	CA	18	1.1
5	SAN JOSE	CA	44	1.4	4	90660	CA	18	1.0
7	HOUSTON	TX	37	1.8	7	84790	UT	17	2.5
8	PHOENIX	AZ	35	1.5	7	95409	CA	17	1.1
9	WASHINGTON	DC	34	1.7	7	92128	CA	17	1.1
9	PORTLAND	OR	34	1.4	10	90016	CA	16	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	Jamaica	NY	10.1 %
6	OR	3.5 %	6	Portsmouth	VA	10.1 %
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	Moreno Valley	CA	8.8 %

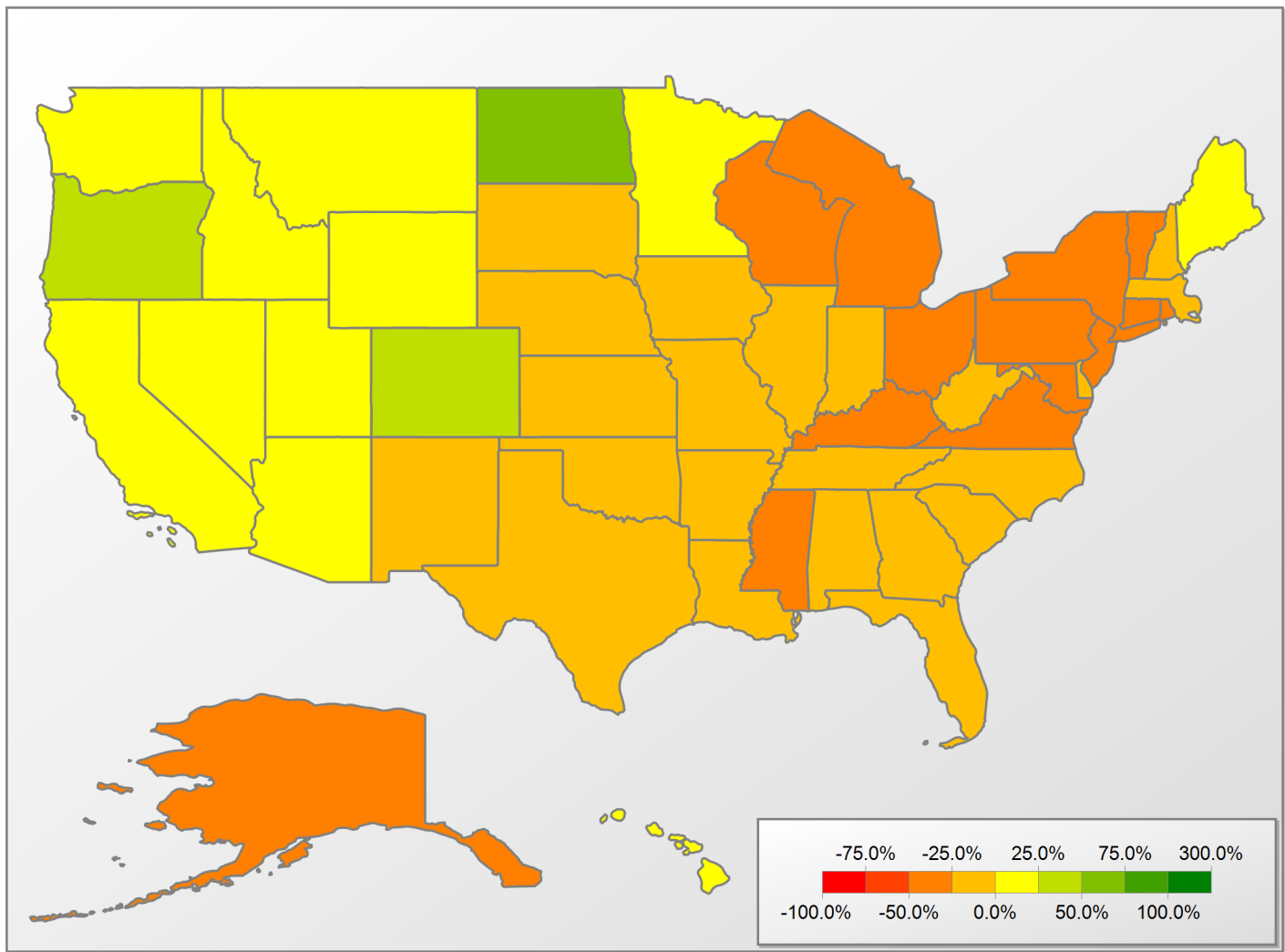
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	RENO	NV	\$359	\$75	1	92024	CA	\$612	\$84
2	PORTLAND	OR	\$388	\$73	2	95135	CA	\$556	\$68
3	JACKSONVILLE	FL	\$263	\$69	3	33437	FL	\$341	\$59
4	STOCKTON	CA	\$269	\$67	4	92203	CA	\$379	\$58
5	SALT LAKE CITY	UT	\$322	\$64	5	85374	AZ	\$257	\$53
6	BOYNTON BEACH	FL	\$347	\$59	6	80634	CO	\$240	\$49
7	VALLEJO	CA	\$335	\$57	7	93012	CA	\$462	\$48
8	CAMARILLO	CA	\$504	\$57	8	85375	AZ	\$245	\$46
9	NEW ORLEANS	LA	\$249	\$54	9	95409	CA	\$572	\$46
10	TULSA	OK	\$179	\$52	10	83709	ID	\$232	\$44

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$47,458	\$20,203	1	95409	CA	\$14,868	\$7,501
2	SAN DIEGO	CA	\$86,413	\$15,529	2	92692	CA	\$14,142	\$5,409
3	RENO	NV	\$20,795	\$12,282	3	95648	CA	\$17,629	\$5,065
4	AURORA	CO	\$17,898	\$11,258	4	94513	CA	\$10,756	\$4,842
5	PORTLAND	OR	\$30,681	\$10,519	5	94521	CA	\$8,167	\$3,918
6	HUNTINGTON BEACH	CA	\$25,647	\$10,082	6	80014	CO	\$4,341	\$3,891
7	WHITTIER	CA	\$16,757	\$10,055	7	92111	CA	\$8,206	\$3,823
8	ANAHEIM	CA	\$21,260	\$8,116	8	84790	UT	\$22,130	\$3,679
9	SAINT GEORGE	UT	\$30,976	\$7,329	9	84770	UT	\$8,845	\$3,651
10	LONG BEACH	CA	\$26,827	\$7,108	10	85375	AZ	\$8,808	\$3,634

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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