

HECM Trends

HECMs Endorsed thru August 2017

Next Release Date: Week 3 of November



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2014	52,949	-13.1 %
2015	56,363	6.4 %
2016	48,732	-13.5 %

YTD	Units	% Chg.
Aug 16	32,542	-16.8 %
Aug 17	38,248	17.5 %

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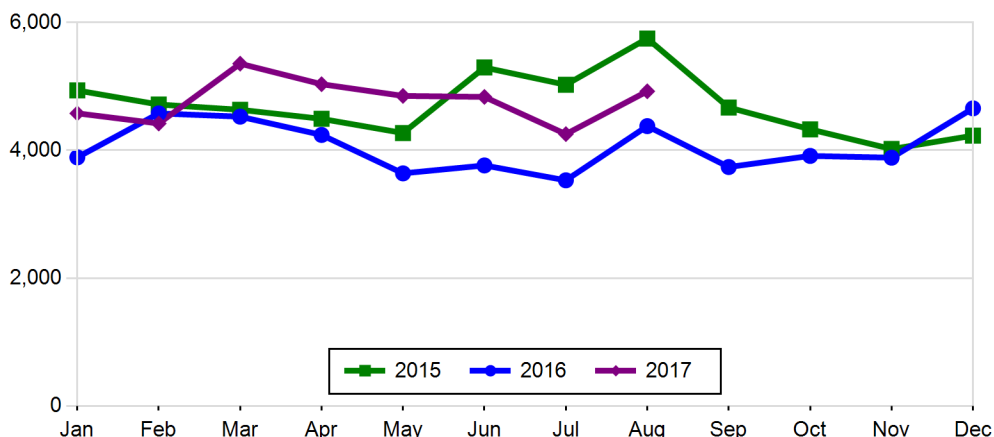
We are happy to assist members of the media with commentary or special data requests

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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	9,104	24.9 %	1	LOS ANGELES	CA	459	28.9 %	
2	Florida	3,390	21.8 %	2	DENVER	CO	386	30.4 %	
3	Texas	2,851	14.2 %	3	SAN DIEGO	CA	328	29.1 %	
4	Colorado	2,112	67.8 %	4	WASHINGTON	DC	267	30.2 %	
5	New York	1,560	6.2 %	5	LAS VEGAS	NV	263	46.9 %	
6	Arizona	1,470	19.5 %	6	HOUSTON	TX	246	-8.2 %	
7	Washington	1,279	38.3 %	7	MIAMI	FL	226	-7.4 %	
8	Oregon	956	43.1 %	8	PHOENIX	AZ	209	35.7 %	
9	Pennsylvania	948	6.5 %	9	PORTLAND	OR	208	44.4 %	
10	North Carolina	891	10.4 %	10	BROOKLYN	NY	191	6.1 %	
24,561				23.9 %	2,783				22.1 %
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	2,203	28.7 %	1	84790	UT	89	-6.3 %
2	SAN DIEGO	CA	998	39.4 %	2	32162	FL	82	-5.7 %
3	MARICOPA	AZ	889	13.5 %	3	90047	CA	63	110.0 %
4	ORANGE	CA	833	20.5 %	4	95648	CA	62	-4.6 %
5	RIVERSIDE	CA	786	23.6 %	5	20011	DC	57	23.9 %
6	SAN BERNARDINO	CA	473	26.5 %	6	90043	CA	53	60.6 %
7	KING	WA	422	59.2 %	6	80014	CO	53	65.6 %
8	CLARK	NV	418	38.4 %	8	94513	CA	46	17.9 %
9	HARRIS	TX	398	0.5 %	8	92056	CA	46	24.3 %
10	MIAMI-DADE	FL	385	18.8 %	8	80247	CO	46	666.7 %
7,805				25.9 %	597				27.0 %

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2015	2,197	8.8 %
2016	2,104	-4.2 %

Month	Active Originators	% Chg.
Aug 16	633	-25.4 %
Aug 17	741	17.1 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2015	10.6 %	6 %
2016	11.3 %	-1 %

Mth	% Refi	% Chg.
Aug 16	10.7 %	-1 %
Aug 17	15.5 %	5 %

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

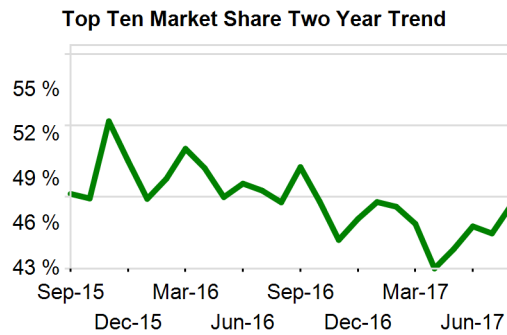
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Competitive Landscape -YTD

Endorsement and Originator Trends



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	7,024
2	0	ONE REVERSE MORTGAGE LL	2,005
3	0	REVERSE MORTGAGE FUNDIN	1,730
4	0	LIBERTY HOME EQUITY SOL	1,319
5	1	FINANCE OF AMERICA REVE	1,263
6	1	SYNERGY ONE LENDING INC	1,094
7	2	NATIONWIDE EQUITIES COR	853
8	0	LIVE WELL FINANCIAL INC	723
9	1	HIGHTECHLENDING INC	717
10	1	REVERSE MORTGAGESCOM IN	715
Total:			17,443

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	176	1.4	1	90047	CA	38	1.1
2	SAN DIEGO	CA	103	1.4	1	90043	CA	38	1.1
3	DENVER	CO	93	1.6	3	92056	CA	35	1.0
4	MIAMI	FL	77	1.4	4	90650	CA	33	1.1
5	LONG BEACH	CA	72	1.1	5	32162	FL	31	1.4
6	SAN JOSE	CA	67	1.4	6	92692	CA	28	1.0
7	RIVERSIDE	CA	66	1.0	7	80247	CO	26	1.2
8	ANAHEIM	CA	62	1.1	7	92220	CA	26	1.0
9	SACRAMENTO	CA	61	1.4	7	92026	CA	26	1.0
10	PHOENIX	AZ	60	1.5	7	90746	CA	26	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	16.9 %
2	UT	5.3 %	2	Opa Locka	FL	15.2 %
3	CA	4.3 %	3	Compton	CA	13.6 %
4	MD	4.0 %	4	Hialeah	FL	11.7 %
5	NV	3.9 %	5	Lady Lake	FL	10.2 %
6	CO	3.8 %	6	Jamaica	NY	10.0 %
7	OR	3.6 %	7	Portsmouth	VA	9.7 %
8	CT	3.3 %	8	Washington	DC	9.3 %
9	FL	3.3 %	9	Sun City	CA	9.2 %
10	NJ	3.3 %	10	Moreno Valley	CA	9.1 %

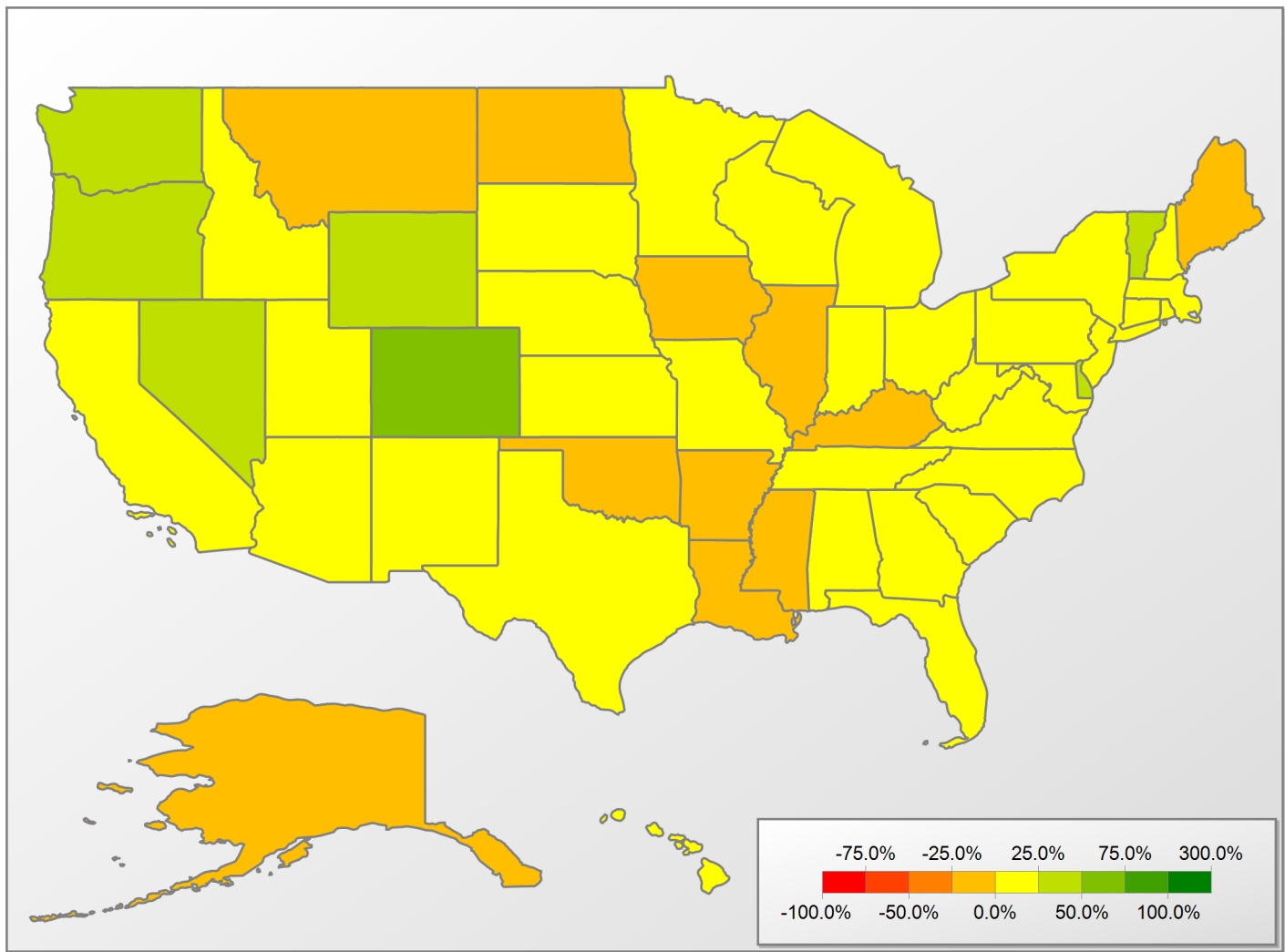
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	INGLEWOOD	CA	\$527	\$68	1	43123	OH	\$299	\$86
2	SPOKANE	WA	\$256	\$61	2	80003	CO	\$349	\$79
3	WESTMINSTER	CO	\$315	\$59	3	92056	CA	\$483	\$79
4	VANCOUVER	WA	\$304	\$55	4	94565	CA	\$395	\$75
5	PLANO	TX	\$290	\$53	5	90018	CA	\$570	\$70
6	HAYWARD	CA	\$559	\$52	6	20019	DC	\$314	\$68
7	NORWALK	CA	\$452	\$50	7	92260	CA	\$398	\$68
8	NEW ORLEANS	LA	\$300	\$49	8	89027	NV	\$322	\$61
9	SEATTLE	WA	\$538	\$49	9	92026	CA	\$439	\$59
10	HENDERSON	NV	\$333	\$48	10	92563	CA	\$376	\$57

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	LOS ANGELES	CA	\$234,918	\$62,448	1	90047	CA	\$26,218	\$14,858
2	SAN DIEGO	CA	\$167,764	\$39,153	2	94595	CA	\$14,061	\$11,559
3	WASHINGTON	DC	\$130,603	\$33,080	3	90043	CA	\$27,962	\$10,828
4	DENVER	CO	\$132,966	\$30,070	4	90650	CA	\$18,978	\$10,537
5	PORTLAND	OR	\$83,889	\$27,977	5	90746	CA	\$16,716	\$9,306
6	AURORA	CO	\$54,724	\$25,339	6	92804	CA	\$16,616	\$9,286
7	LAS VEGAS	NV	\$70,774	\$24,772	7	93063	CA	\$13,345	\$9,030
8	OAKLAND	CA	\$58,535	\$24,134	8	94558	CA	\$21,121	\$8,913
9	ANAHEIM	CA	\$54,982	\$23,426	9	92675	CA	\$14,401	\$8,400
10	LONG BEACH	CA	\$61,967	\$22,214	10	90018	CA	\$14,822	\$8,322

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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