

HECM Trends

HECMs Endorsed thru July 2019

Next Release Date: Week 3 of October



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2016	48,732	-13.5 %
2017	56,864	16.7 %
2018	41,690	-26.7 %

YTD	Units	% Chg.
Jul 18	28,238	-15.3 %
Jul 19	19,113	-32.3 %

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)

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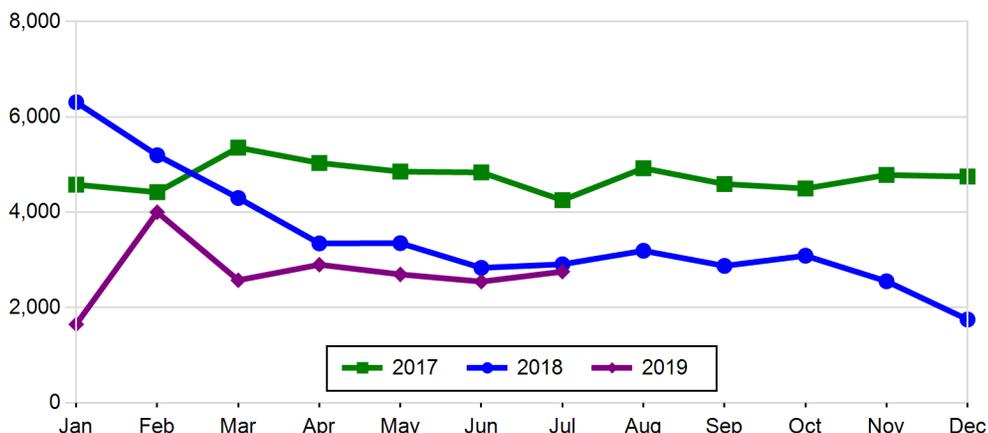
We are happy to assist members of the media with commentary or special data requests

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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	3,976	-39.9 %	1	DENVER	CO	271	-22.1 %	
2	Florida	1,672	-32.7 %	2	LOS ANGELES	CA	216	-30.3 %	
3	Texas	1,409	-28.9 %	3	LAS VEGAS	NV	165	-23.6 %	
4	Colorado	1,178	-25.1 %	4	SAN DIEGO	CA	149	-49.5 %	
5	Arizona	966	-12.5 %	5	MIAMI	FL	130	-38.1 %	
6	New York	789	-26.1 %	6	PHOENIX	AZ	118	-21.3 %	
7	Washington	715	-43.2 %	7	AURORA	CO	116	-5.7 %	
8	Utah	549	-13.1 %	8	HOUSTON	TX	114	-23.5 %	
9	North Carolina	503	-28.2 %	8	SALT LAKE CITY	UT	114	11.8 %	
10	Oregon	489	-34.7 %	10	DALLAS	TX	111	-17.8 %	
12,246				1,504				-26.2 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	992	-34.2 %	1	85351	AZ	63	687.5 %
2	MARICOPA	AZ	560	-11.8 %	2	84790	UT	61	-17.6 %
3	SAN DIEGO	CA	427	-43.4 %	3	32162	FL	36	-21.7 %
4	RIVERSIDE	CA	374	-33.5 %	4	92211	CA	31	14.8 %
5	ORANGE	CA	310	-47.2 %	5	95648	CA	26	-51.9 %
6	CLARK	NV	286	-12.3 %	5	85375	AZ	26	225.0 %
7	DALLAS	TX	219	-21.5 %	7	86305	AZ	25	127.3 %
8	SALT LAKE	UT	200	5.3 %	7	84770	UT	25	-24.2 %
8	JEFFERSON	CO	200	-29.3 %	9	80014	CO	24	-40.0 %
10	MIAMI-DADE	FL	199	-32.3 %	10	90043	CA	23	-14.8 %
3,767				-30.5 %	340				3.7 %

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2017	2,371	12.7 %
2018	2,110	-11.0 %

Month	Active Originators	% Chg.
Jul 18	512	-27.0 %
Jul 19	474	-7.4 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2017	15.5 %	6 %
2018	9.4 %	-12 %

Mth	% Refi	% Chg.
Jul 18	4.8 %	-11 %
Jul 19	5.0 %	0 %

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?

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Competitive Landscape -YTD

Endorsement and Originator Trends



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	5,279
2	0	ONE REVERSE MORTGAGE LL	1,430
3	2	SYNERGY ONE LENDING INC	789
4	-1	REVERSE MORTGAGE FUNDIN	643
5	3	FAIRWAY INDEPENDENT MOR	607
6	-2	FINANCE OF AMERICA REVE	575
7	-1	LIBERTY HOME EQUITY SOL	419
8	-1	LIVE WELL FINANCIAL INC	261
9	0	HIGHTECHLENDING INC	245
10	0	LONGBRIDGE FINANCIAL LL	219
Total:			10,467

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	118	1.2	1	92211	CA	24	1.1
2	DENVER	CO	79	1.6	2	85351	AZ	21	1.4
3	SAN DIEGO	CA	70	1.3	3	90043	CA	18	1.0
4	MIAMI	FL	54	1.4	3	80538	CO	18	1.0
5	AURORA	CO	46	1.5	3	90047	CA	18	1.0
6	SALT LAKE CITY	UT	45	1.2	6	80014	CO	17	1.1
7	LITTLETON	CO	44	1.4	6	80016	CO	17	1.0
8	LAS VEGAS	NV	42	2.0	6	92223	CA	17	1.0
9	DALLAS	TX	41	1.4	9	80123	CO	16	1.0
10	SACRAMENTO	CA	40	1.2	10	32162	FL	15	1.5

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	7.8 %	1	Saint George	UT	18.8 %
2	UT	5.7 %	2	Opa Locka	FL	14.3 %
3	CA	4.4 %	3	Compton	CA	13.3 %
4	CO	4.3 %	4	Hialeah	FL	11.1 %
5	NV	4.1 %	5	Lady Lake	FL	10.1 %
6	MD	3.8 %	6	Jamaica	NY	9.6 %
7	OR	3.6 %	7	Sun City	CA	9.5 %
8	ID	3.3 %	8	Indio	CA	9.3 %
9	AZ	3.2 %	9	Portsmouth	VA	9.1 %
10	FL	3.2 %	10	Moreno Valley	CA	9.0 %

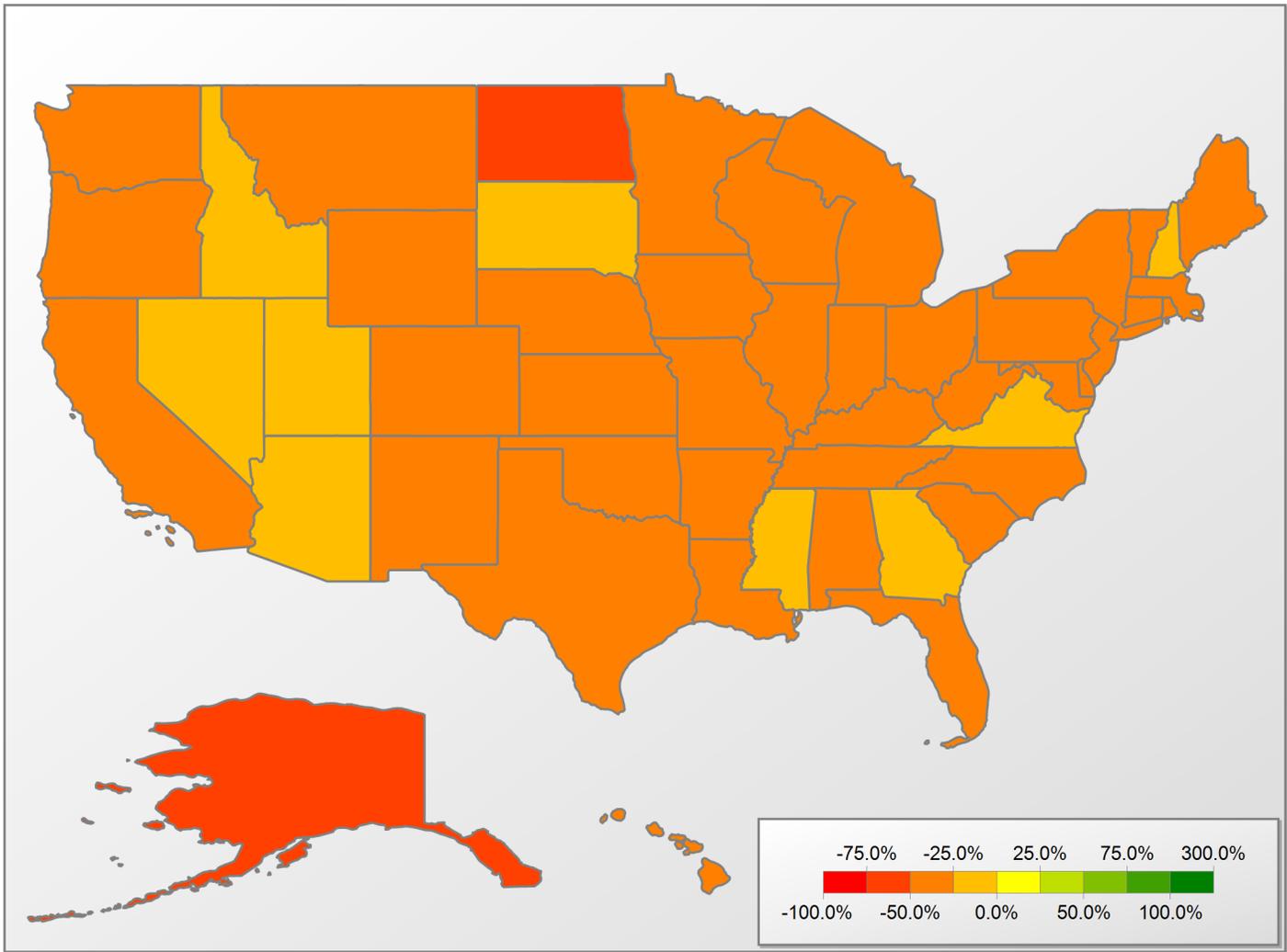
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	CHARLOTTE	NC	\$322	\$89	1	92056	CA	\$545	\$64
2	ALBUQUERQUE	NM	\$289	\$71	2	92028	CA	\$571	\$62
3	LAKE HAVASU CITY	AZ	\$358	\$58	3	86406	AZ	\$349	\$46
4	BROOKLYN	NY	\$669	\$53	4	90047	CA	\$514	\$43
5	SAN JOSE	CA	\$695	\$52	5	95648	CA	\$507	\$30
6	PRESCOTT	AZ	\$426	\$52	6	80014	CO	\$313	\$27
7	SEATTLE	WA	\$595	\$48	7	84790	UT	\$407	\$25
8	SAN DIEGO	CA	\$585	\$43	8	86305	AZ	\$452	\$16
9	LONG BEACH	CA	\$597	\$42	9	92211	CA	\$374	\$12
10	ATLANTA	GA	\$309	\$40	10	90043	CA	\$593	\$7

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SUN CITY	AZ	\$14,633	\$12,314	1	85351	AZ	\$11,490	\$10,010
2	BROOKLYN	NY	\$61,514	\$9,774	2	86305	AZ	\$11,291	\$6,496
3	SALT LAKE CITY	UT	\$40,001	\$7,228	3	92028	CA	\$11,983	\$4,352
4	PRESCOTT	AZ	\$18,746	\$3,780	4	85375	AZ	\$6,561	\$3,894
5	HENDERSON	NV	\$23,172	\$3,541	5	86406	AZ	\$7,682	\$3,735
6	LAKE HAVASU CITY	AZ	\$13,981	\$3,475	6	92211	CA	\$11,585	\$1,825
7	SALEM	OR	\$11,389	\$2,582	7	80538	CO	\$8,403	(\$854)
8	BOISE	ID	\$12,948	\$2,083	8	90047	CA	\$10,790	(\$1,910)
9	LOVELAND	CO	\$15,592	\$1,707	9	90043	CA	\$13,631	(\$2,192)
10	CHARLOTTE	NC	\$12,864	\$96	10	32162	FL	\$11,026	(\$3,160)

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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