

# Industry Data and Trends

Data as of February 2009

Next Release Date: week 3 of April



REVERSE MARKET INSIGHT

## Endorsement Growth Rate

Year	Units	% Chg.
2006	85,511	76.9 %
2007	108,230	26.6 %
2008	115,157	6.4 %

YTD	Units	% Chg.
Feb 08	20,864	14.9 %
Feb 09	18,943	-9.2 %

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

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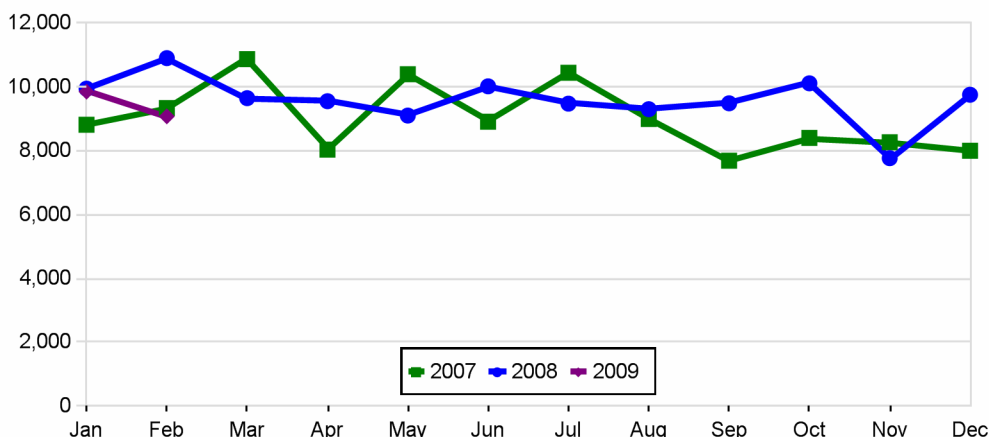
### Media Inquiries:

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	2,508	-11.5 %	1	MIAMI	FL	372	-10.1 %		
2	Florida	2,381	-32.5 %	2	CHICAGO	IL	270	15.9 %		
3	Texas	1,174	0.5 %	3	BALTIMORE	MD	221	-28.7 %		
4	New York	977	18.3 %	4	LOS ANGELES	CA	176	18.9 %		
5	Maryland	746	-15.4 %	5	PHILADELPHIA	PA	152	-19.1 %		
6	Virginia	722	19.9 %	6	WASHINGTON	DC	114	-25.0 %		
7	Pennsylvania	678	-10.8 %	7	BROOKLYN	NY	112	103.6 %		
8	Illinois	673	11.4 %	8	HIALEAH	FL	111	-5.9 %		
9	Arizona	662	-22.4 %	9	PHOENIX	AZ	108	-24.5 %		
10	New Jersey	657	-2.5 %	10	SAN DIEGO	CA	99	2.1 %		
<b>11,178</b>				<b>-12.2 %</b>				<b>1,735</b>		<b>-6.6 %</b>
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth	
1	LOS ANGELES	CA	759	23.2 %	1	21215	MD	39	-25.0 %	
2	MIAMI-DADE	FL	618	-14.6 %	2	32162	FL	38	40.7 %	
3	COOK	IL	439	14.0 %	3	33012	FL	34	0.0 %	
4	MARICOPA	AZ	369	-24.7 %	4	60628	IL	30	50.0 %	
5	ORANGE	CA	241	109.6 %	5	21229	MD	28	33.3 %	
6	SAN DIEGO	CA	233	6.9 %	5	20011	DC	28	-17.6 %	
7	BALTIMORE CITY	MD	178	-17.2 %	7	60617	IL	24	71.4 %	
8	BROWARD	FL	177	-53.7 %	7	32905	FL	24	166.7 %	
9	SUFFOLK	NY	160	19.4 %	9	33175	FL	23	27.8 %	
10	RIVERSIDE	CA	156	-49.5 %	10	97527	OR	22	57.1 %	
<b>3,330</b>				<b>-7.2 %</b>	<b>290</b>				<b>19.3 %</b>	

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## Commercially thinking companies rely on ReverseVision

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Low fixed costs provide a high *Return on investment*.

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ReverseVision Inc. takes care of hosting, upgrades and new regulations, minimizing *Total Cost of Ownership*.



### Lender Growth Rate (unique active lender in period)

Year	Active Lenders	% Chg.
2007	1,670	67.2 %
2008	2,948	76.5 %

Month	Active Lenders	% Chg.
Feb 08	1,116	55.9 %
Feb 09	1,175	5.3 %

### Refinance Transactions (% of endorsements)

Year	% Refi	% Chg.
2007	6 %	17 %
2008	4 %	-37 %

Mth	% Refi	% Chg.
Feb 08	4 %	-2 %
Feb 09	12 %	126 %

### The competitive landscape is changing.

- What is your company doing to keep up with this dynamic environment?

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### This Spot Could be Yours.

Reach reverse mortgage industry professionals through distribution and sponsorship of our Industry Data and Trend Report.

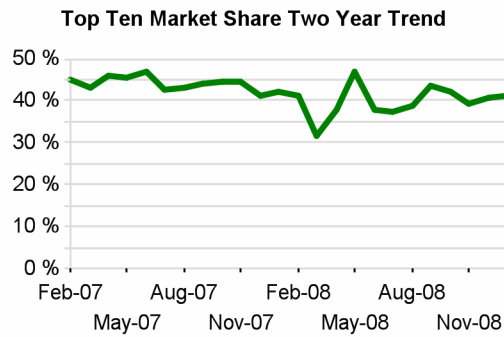
This report provides a brief, high-level overview of the market and competition used by professionals ranging from management to senior executives.

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# Competitive Landscape -YTD

## Endorsement and Lender Trends



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	3,331
2	1	BANK OF AMERICA NA CHAR	1,610
3	-1	FINANCIAL FREEDOM SENIO	1,052
4	4	METLIFE BANK	384
5	25	ONE REVERSE MORTGAGE LL	339
6	3	GENERATION MORTGAGE COM	318
7	-3	WORLD ALLIANCE FINANCIA	275
8	2	URBAN FINANCIAL GROUP	240
9	89	MONEY HOUSE INC	187
10	2	M AND T BANK	146
Total:			7,882

## Active Lender Rank by Geographic Area

Rank	City	St	Act Lndrs	Avg. Unit/Mo	Rank	Zip	St	Act Lndrs	Avg. Unit/Mo
1	MIAMI	FL	146	2.6	1	21215	MD	27	1.6
2	CHICAGO	IL	107	2.5	2	33012	FL	26	1.3
3	BALTIMORE	MD	88	2.5	3	60628	IL	25	1.2
4	LOS ANGELES	CA	78	2.3	4	20011	DC	22	1.3
5	PHILADELPHIA	PA	74	2.1	4	21229	MD	22	1.3
7	HIALEAH	FL	59	1.9	6	60617	IL	22	1.1
10	ORLANDO	FL	57	1.5	7	60619	IL	20	1.1
9	PORTLAND	OR	56	1.6	8	33142	FL	19	1.1
8	SAN DIEGO	CA	53	1.9	8	33147	FL	19	1.1
6	BROOKLYN	NY	48	2.3	10	33155	FL	18	1.1

## Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	6.3 %	1	HESPERIA	CA	8.8 %
2	NV	3.8 %	2	COMPTON	CA	6.5 %
3	CA	3.5 %	3	SUN CITY	CA	6.4 %
4	MD	3.2 %	4	OPA LOCKA	FL	6.3 %
5	CO	3.0 %	5	APPLE VALLEY	CA	4.8 %
6	UT	3.0 %	6	SUN CITY	AZ	4.7 %
7	FL	2.8 %	7	DUNDALK	MD	4.3 %
8	CT	2.7 %	8	COMPTON	CA	4.3 %
9	OR	2.7 %	9	APPLE VALLEY	CA	4.3 %
10	AZ	2.6 %	10	CARMICHAEL	CA	4.0 %

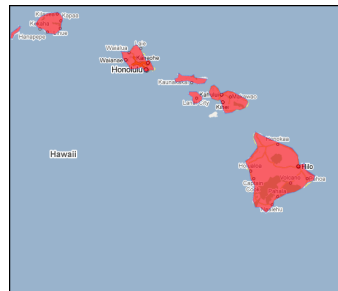
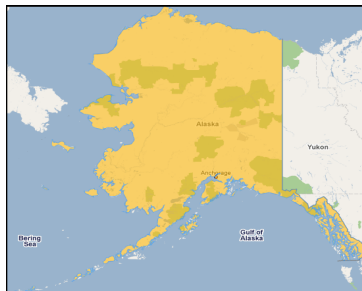
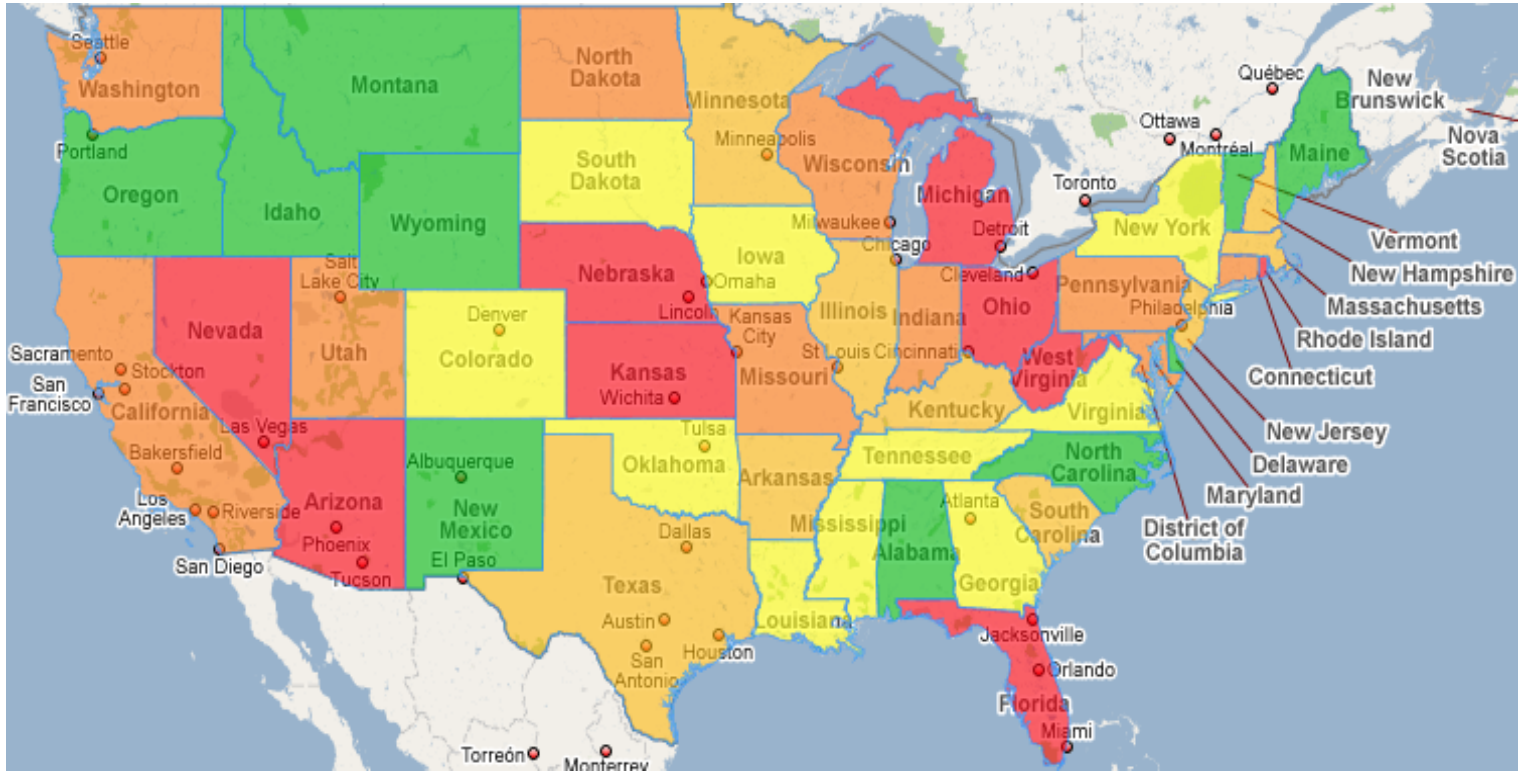
## Volume Rank by Avg MCA Growth and Geographic Area

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	WAXAHACHIE	TX	\$281	\$191	1	97526	OR	\$355	\$137
2	CLEARLAKE	CA	\$375	\$183	2	85020	AZ	\$302	\$131
3	KALAMAZOO	MI	\$292	\$176	3	87111	NM	\$307	\$109
4	MERRITT ISLAND	FL	\$317	\$169	4	23434	VA	\$269	\$100
5	BLOOMINGTON	IN	\$240	\$168	5	85739	AZ	\$360	\$97
6	LONGMONT	CO	\$398	\$162	6	06460	CT	\$303	\$93
7	MINNETONKA	MN	\$355	\$152	7	85248	AZ	\$310	\$90
8	UNIVERSITY PLACE	WA	\$360	\$144	8	23455	VA	\$328	\$90
9	CARSON CITY	NV	\$382	\$142	9	87105	NM	\$187	\$89
10	FEDERAL WAY	WA	\$417	\$140	10	85258	AZ	\$345	\$87

## Volume Rank by Total MCA Growth and Geographic Area

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	BROOKLYN	NY	\$46,132	\$26,204	1	90638	CA	\$7,216	\$6,490
2	CHICAGO	IL	\$64,323	\$18,093	2	91765	CA	\$5,330	\$4,967
3	SAN JOSE	CA	\$24,431	\$16,087	3	32162	FL	\$9,746	\$4,402
4	LOS ANGELES	CA	\$67,144	\$13,719	4	90815	CA	\$4,944	\$4,291
5	PORTLAND	OR	\$29,232	\$12,960	5	92117	CA	\$6,010	\$3,833
6	ALBUQUERQUE	NM	\$20,441	\$12,161	6	85739	AZ	\$4,319	\$3,530
7	SCOTTSDALE	AZ	\$20,438	\$10,842	7	11412	NY	\$6,791	\$3,526
8	DALLAS	TX	\$17,862	\$10,146	8	90808	CA	\$4,548	\$3,460
9	STATEN ISLAND	NY	\$19,363	\$9,066	9	92128	CA	\$6,496	\$3,446
10	VIRGINIA BEACH	VA	\$25,390	\$8,636	10	11369	NY	\$4,163	\$3,437

# YTD 08 vs. 09 Endorsement Heatmap



## Legend

YoY YTD Endorsement % Change



## Definitions

### Active Lenders:

Count - Number of lenders with at least one endorsement in the given time period.

Percent Change - The percentage change in the count of active lenders period over period.

### Average Loans per Lender:

A metric calculated by taking the number of endorsements in a given month divided by the number of active lenders in the same month. An overall average per lender is then calculated for all months in the same period.

### Market Share:

A measure of all-inclusive success in a market relative to other lenders. Percent of total endorsements originated by a given lender.

### Penetration:

Percent of Target Market with an active Reverse Mortgage in service as of report date.

### Rank by Lender:

Lender 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.

### Total Endorsements:

Sum of endorsements in the time period.

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