

# Industry Data and Trends

Data as of March 2009

Next Release Date: Week 3 of May



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.
Mar 08	30,519	5.1 %
Mar 09	30,203	-1.0 %

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)

### Product/Solution Inquiries:

Looking for a tailored business solution? Call us for a free sample report on your business.

info@rminsight.net  
Ph.: (949) 281-6470

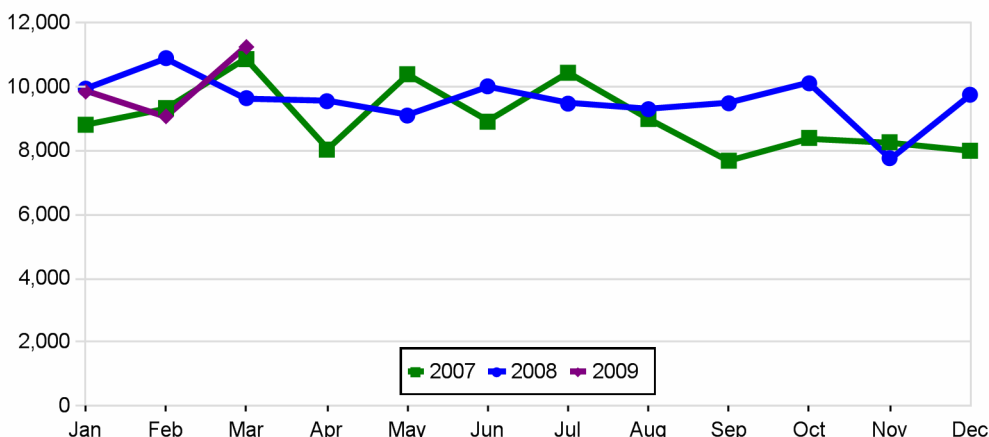
### Media Inquiries:

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

John K. Lunde, President  
john@rminsight.net  
Ph.: (949) 429-0452

## 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	4,028	-0.2 %	1	MIAMI	FL	607	-8.6 %		
2	Florida	3,923	-25.5 %	2	CHICAGO	IL	459	36.2 %		
3	Texas	1,918	2.0 %	3	BALTIMORE	MD	316	-28.0 %		
4	New York	1,498	22.8 %	4	LOS ANGELES	CA	267	19.2 %		
5	Illinois	1,144	34.3 %	5	PHILADELPHIA	PA	217	-21.9 %		
6	Arizona	1,093	-7.7 %	6	WASHINGTON	DC	173	-16.8 %		
7	Maryland	1,081	-15.5 %	7	HIALEAH	FL	172	-9.0 %		
8	Virginia	1,073	20.6 %	8	HOUSTON	TX	167	-35.5 %		
9	Pennsylvania	988	-10.3 %	9	BROOKLYN	NY	165	103.7 %		
10	New Jersey	980	-2.9 %	10	PHOENIX	AZ	159	-17.6 %		
<b>17,726</b>				<b>-5.3 %</b>				<b>2,702</b>		<b>-5.9 %</b>
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth	
1	LOS ANGELES	CA	1,149	27.4 %	1	60628	IL	53	65.6 %	
2	MIAMI-DADE	FL	998	-13.4 %	1	32162	FL	53	29.3 %	
3	COOK	IL	739	35.1 %	3	21215	MD	51	-21.5 %	
4	MARICOPA	AZ	595	-10.3 %	4	33012	FL	48	-2.0 %	
5	ORANGE	CA	379	119.1 %	5	60620	IL	43	-21.8 %	
6	SAN DIEGO	CA	355	16.8 %	6	33175	FL	40	53.8 %	
7	BROWARD	FL	293	-49.0 %	7	20011	DC	39	-9.3 %	
8	RIVERSIDE	CA	267	-40.4 %	8	33147	FL	37	-32.7 %	
9	PALM BEACH	FL	252	-33.3 %	9	33165	FL	36	-14.3 %	
10	BALTIMORE CITY	MD	251	-16.6 %	10	33155	FL	34	54.5 %	
<b>5,278</b>				<b>-3.0 %</b>	<b>434</b>				<b>0.9 %</b>	

\*Paid Advertisement

## Commercially thinking companies rely on ReverseVision

### SaaS

ReverseVision is offered as *Software as a Service*.  
Low fixed costs provide a high *Return on investment*.

### Low TCO

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	2,949	76.6 %

Month	Active Lenders	% Chg.
Mar 08	1,252	62.6 %
Mar 09	1,285	2.6 %

**Refinance Transactions**  
(% of endorsements)

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

Mth	% Refi	% Chg.
Mar 08	4 %	-33 %
Mar 09	9 %	186 %

**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 (949)281-6470 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](http://www.rminsight.net)

\*Paid Advertisement

**Q: Do you know who does your docs?**

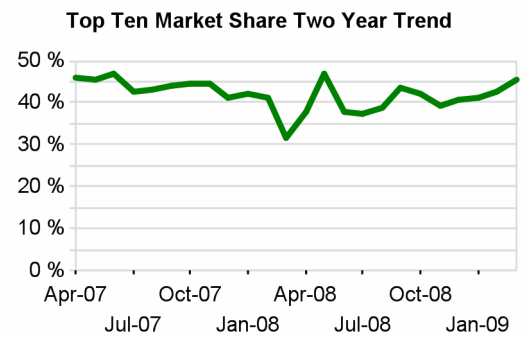
**A: You should**



[www.baydocs.NET](http://www.baydocs.NET)  
888-297-3627

# Competitive Landscape -YTD

**Endorsement and Lender Trends**



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	5,520
2	1	BANK OF AMERICA NA CHAR	2,731
3	-1	FINANCIAL FREEDOM SENIO	1,428
4	20	ONE REVERSE MORTGAGE LL	833
5	3	METLIFE BANK	584
6	-2	WORLD ALLIANCE FINANCIA	514
7	3	GENERATION MORTGAGE COM	511
8	1	URBAN FINANCIAL GROUP	371
9	79	MONEY HOUSE INC	270
10	21	1ST AAA REVERSE MORTGAG	221
Total:			12,983

**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	237	2.6	1	60628	IL	38	1.4
2	CHICAGO	IL	166	2.7	2	21215	MD	36	1.5
3	BALTIMORE	MD	126	2.5	3	33012	FL	36	1.3
4	LOS ANGELES	CA	118	2.3	6	33147	FL	33	1.1
5	PHILADELPHIA	PA	106	2.0	4	33175	FL	32	1.2
6	HIALEAH	FL	90	1.9	8	33155	FL	30	1.1
7	ORLANDO	FL	89	1.7	8	60619	IL	29	1.2
9	PORTLAND	OR	78	1.8	7	33165	FL	29	1.3
8	SAN DIEGO	CA	76	1.9	5	20011	DC	29	1.4
10	TAMPA	FL	71	1.4	10	21229	MD	26	1.3

**Penetration Rank by Geographic Area**

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	6.4 %	1	Opa Locka	FL	15.4 %
2	NV	3.9 %	2	Compton	CA	14.2 %
3	CA	3.6 %	3	Hialeah	FL	10.0 %
4	MD	3.3 %	4	Hesperia	CA	9.3 %
5	UT	3.1 %	5	Apple Valley	CA	9.1 %
6	CO	3.1 %	6	Moreno Valley	CA	9.0 %
7	FL	2.9 %	7	Sun City	CA	8.8 %
8	OR	2.8 %	8	Victorville	CA	8.0 %
9	CT	2.8 %	9	Detroit	MI	7.8 %
10	AZ	2.7 %	10	San Bernardino	CA	7.7 %

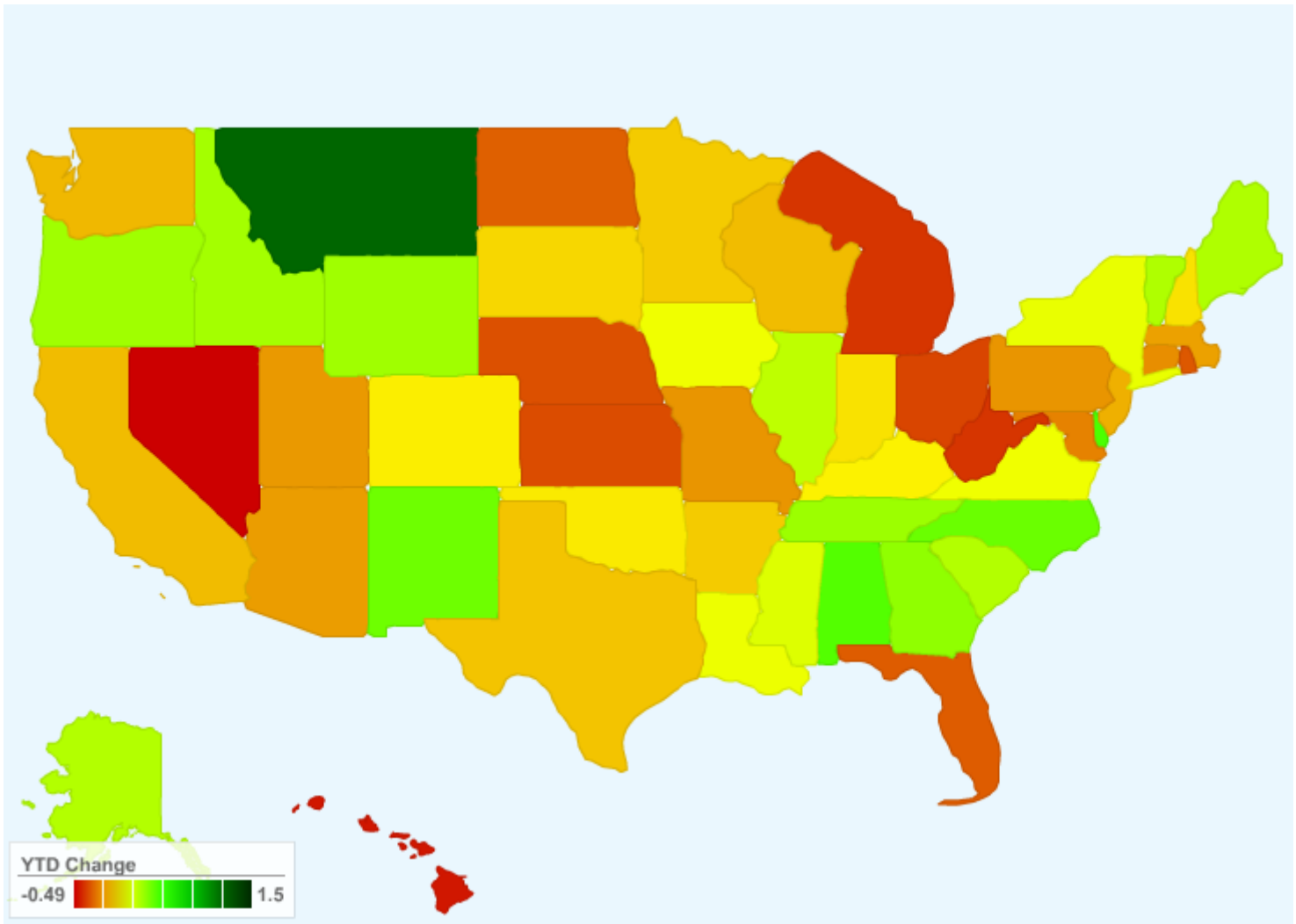
**Volume Rank by Avg MCA Growth and Geographic Area**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	BLOOMINGTON	MN	\$404	\$190	1	85020	AZ	\$324	\$149
2	CLEARLAKE	CA	\$375	\$180	2	85739	AZ	\$369	\$125
3	KALAMAZOO	MI	\$292	\$180	3	97526	OR	\$343	\$124
4	BLOOMINGTON	IN	\$230	\$158	4	85258	AZ	\$362	\$103
5	CARSON CITY	NV	\$393	\$147	5	86305	AZ	\$386	\$94
6	GREENSBORO	NC	\$248	\$125	6	86303	AZ	\$338	\$92
7	ROSEBURG	OR	\$307	\$125	7	84770	UT	\$282	\$89
8	BEVERLY HILLS	FL	\$266	\$124	8	85248	AZ	\$310	\$82
9	WAXAHACHIE	TX	\$232	\$123	9	71909	AR	\$256	\$80
10	YORKTOWN	VA	\$361	\$122	10	23434	VA	\$249	\$80

**Volume Rank by Total MCA Growth and Geographic Area**

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	CHICAGO	IL	\$108,666	\$42,048	1	90638	CA	\$9,660	\$7,846
2	BROOKLYN	NY	\$68,094	\$38,741	2	11203	NY	\$10,746	\$6,392
3	SAN JOSE	CA	\$36,475	\$25,591	3	92128	CA	\$9,241	\$5,828
4	PORTLAND	OR	\$45,243	\$20,674	4	32162	FL	\$13,708	\$5,584
5	LOS ANGELES	CA	\$100,929	\$20,043	5	85258	AZ	\$7,233	\$5,421
6	SCOTTSDALE	AZ	\$31,682	\$19,861	6	92211	CA	\$11,493	\$5,231
7	VIRGINIA BEACH	VA	\$38,845	\$16,338	7	91765	CA	\$6,164	\$5,076
8	ALBUQUERQUE	NM	\$28,013	\$15,229	8	92646	CA	\$6,747	\$4,933
9	DALLAS	TX	\$27,384	\$15,194	9	85739	AZ	\$5,904	\$4,927
10	SAN FRANCISCO	CA	\$20,586	\$15,144	10	86305	AZ	\$5,794	\$4,919

# YTD 08 vs. 09 Endorsement Heatmap



## 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.

*Disclaimer: Although a significant effort is made to assure the accuracy and completeness of the information provided, Reverse Market Insight, Inc., makes no express or implied warranty as to the accuracy, adequacy, completeness, legality of the information.*