

Industry Data and Trends

Data as of April 2009

Next Release Date: Week 3 of June



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.
Apr 08	40,079	8.1 %
Apr 09	41,864	4.5 %

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

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- Servicing Rights Valuation
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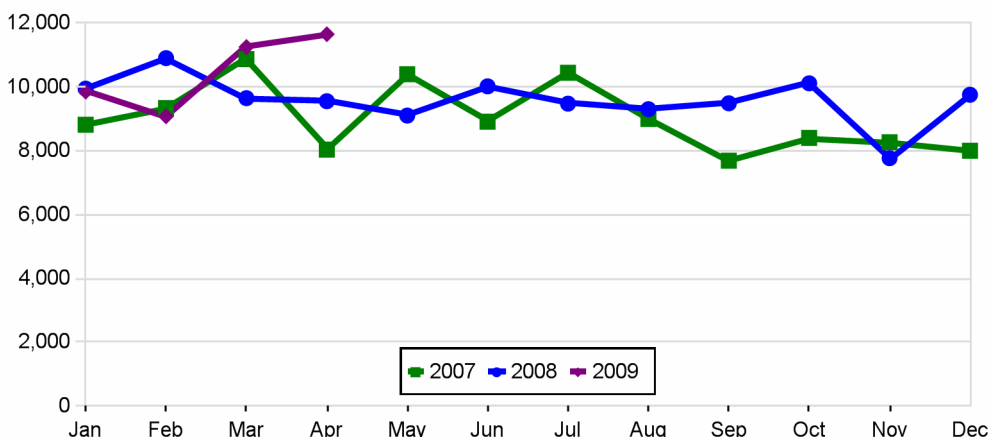
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We are happy to assist members of the media with commentary or special data requests

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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	Florida	5,471	-22.0 %	1	MIAMI	FL	806	-13.9 %	
2	California	5,464	0.1 %	2	CHICAGO	IL	642	46.6 %	
3	Texas	2,786	13.9 %	3	BALTIMORE	MD	415	-27.6 %	
4	New York	2,078	34.2 %	4	LOS ANGELES	CA	343	15.9 %	
5	Illinois	1,566	41.3 %	5	PHILADELPHIA	PA	289	-25.5 %	
6	Virginia	1,542	31.9 %	6	HOUSTON	TX	238	-24.7 %	
7	Maryland	1,460	-14.2 %	7	BROOKLYN	NY	235	123.8 %	
8	Arizona	1,431	-9.0 %	8	WASHINGTON	DC	231	-11.2 %	
9	New Jersey	1,427	5.6 %	9	HIALEAH	FL	230	-12.5 %	
10	Pennsylvania	1,343	-5.9 %	10	DALLAS	TX	221	37.3 %	
24,568				-0.9 %	3,650				-2.3 %
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,504	26.4 %	1	60628	IL	76	76.7 %
2	MIAMI-DADE	FL	1,342	-17.0 %	2	33012	FL	74	1.4 %
3	COOK	IL	1,028	43.8 %	3	21215	MD	71	-17.4 %
4	MARICOPA	AZ	765	-13.7 %	3	32162	FL	71	44.9 %
5	ORANGE	CA	526	123.8 %	5	60620	IL	62	-3.1 %
6	SAN DIEGO	CA	435	6.4 %	6	33175	FL	54	42.1 %
7	BROWARD	FL	417	-44.5 %	7	33165	FL	52	-7.1 %
8	DALLAS	TX	365	25.4 %	8	20011	DC	50	-10.7 %
9	RIVERSIDE	CA	360	-40.8 %	9	33147	FL	49	-40.2 %
10	SUFFOLK	NY	352	33.3 %	10	00926	PR	47	95.8 %
7,094				1.8 %	606				6.1 %

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2007	1,670	67.2 %
2008	2,947	76.5 %

Month	Active Lenders	% Chg.
Apr 08	1,127	60.3 %
Apr 09	1,260	11.8 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Apr 08	4 %	-23 %
Apr 09	7 %	118 %

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?

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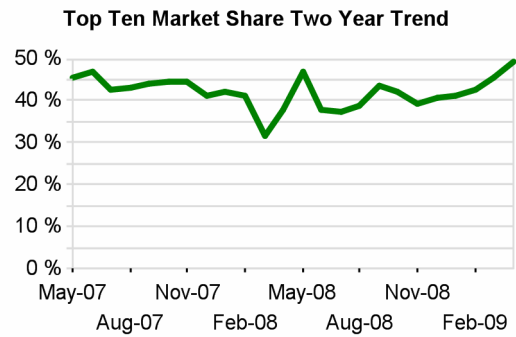
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Competitive Landscape -YTD

Endorsement and Lender Trends



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	7,714
2	1	BANK OF AMERICA NA CHAR	4,052
3	-1	FINANCIAL FREEDOM SENIO	1,763
4	0	WORLD ALLIANCE FINANCIA	1,188
5	22	ONE REVERSE MORTGAGE LL	1,135
6	2	METLIFE BANK	838
7	2	GENERATION MORTGAGE COM	726
8	2	URBAN FINANCIAL GROUP	527
9	84	MONEY HOUSE INC	391
10	13	1ST AAA REVERSE MORTGAG	348
Total:			18,682

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	321	2.5	2	33012	FL	58	1.3
2	CHICAGO	IL	223	2.9	1	60628	IL	50	1.5
3	BALTIMORE	MD	160	2.6	3	21215	MD	49	1.5
4	LOS ANGELES	CA	145	2.4	5	33165	FL	44	1.3
5	PHILADELPHIA	PA	140	2.1	7	33147	FL	43	1.1
6	HIALEAH	FL	124	1.9	4	33175	FL	42	1.3
7	ORLANDO	FL	120	1.7	8	33155	FL	40	1.1
8	PORTLAND	OR	108	1.9	9	60617	IL	38	1.1
10	TAMPA	FL	97	1.4	6	20011	DC	38	1.3
9	SAN DIEGO	CA	94	1.9	10	33013	FL	34	1.2

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	6.5 %	1	Opa Locka	FL	15.8 %
2	NV	3.9 %	2	Compton	CA	14.2 %
3	CA	3.6 %	3	Hialeah	FL	10.4 %
4	MD	3.4 %	4	Hesperia	CA	9.3 %
5	UT	3.2 %	5	Apple Valley	CA	9.2 %
6	CO	3.2 %	6	Moreno Valley	CA	9.0 %
7	FL	3.0 %	7	Sun City	CA	8.9 %
8	OR	2.9 %	8	Victorville	CA	8.1 %
9	CT	2.8 %	9	Detroit	MI	7.9 %
10	AZ	2.7 %	10	San Bernardino	CA	7.8 %

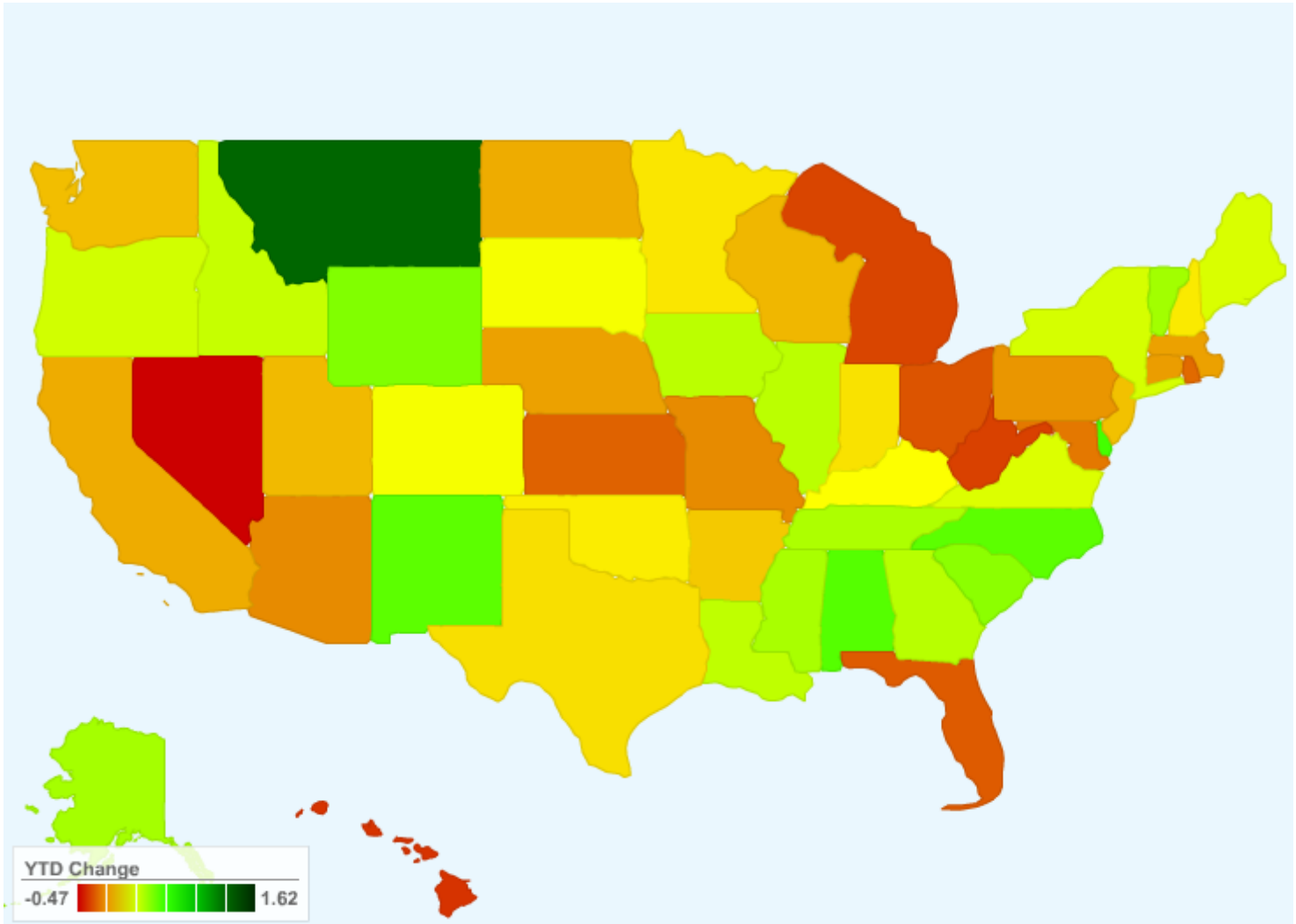
Volume Rank by Avg MCA Growth and Geographic Area

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	CLEARLAKE	CA	\$375	\$184	1	85739	AZ	\$375	\$135
2	HOT SPRINGS	AR	\$316	\$172	2	97526	OR	\$330	\$108
3	BOULDER	CO	\$454	\$167	3	23455	VA	\$342	\$104
4	MERRITT ISLAND	FL	\$309	\$152	4	85258	AZ	\$363	\$103
5	CATHEDRAL CITY	CA	\$423	\$146	5	71909	AR	\$267	\$88
6	BEVERLY HILLS	FL	\$278	\$144	6	98382	WA	\$293	\$87
7	CAMERON PARK	CA	\$490	\$131	7	85248	AZ	\$302	\$80
8	PORT ANGELES	WA	\$330	\$125	8	33176	FL	\$309	\$77
9	LOVELAND	CO	\$323	\$124	9	87111	NM	\$271	\$73
10	CLEBURNE	TX	\$230	\$123	10	10314	NY	\$409	\$73

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	\$103,099	\$65,047	1	11203	NY	\$15,980	\$9,450
2	CHICAGO	IL	\$151,585	\$64,324	2	92128	CA	\$12,372	\$8,234
3	SAN JOSE	CA	\$54,162	\$38,562	3	32162	FL	\$17,683	\$8,055
4	LOS ANGELES	CA	\$134,343	\$27,486	4	90638	CA	\$11,130	\$7,502
5	SAN FRANCISCO	CA	\$33,851	\$26,958	5	92646	CA	\$9,634	\$6,764
6	DALLAS	TX	\$42,859	\$25,567	6	91765	CA	\$8,458	\$6,644
7	ALBUQUERQUE	NM	\$40,142	\$24,593	7	97527	OR	\$12,874	\$6,207
8	PORTLAND	OR	\$62,416	\$23,444	8	10314	NY	\$9,816	\$6,122
9	VIRGINIA BEACH	VA	\$52,374	\$23,331	9	85739	AZ	\$7,871	\$5,711
10	STATEN ISLAND	NY	\$41,273	\$22,697	10	85248	AZ	\$10,859	\$5,543

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.

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