

# Industry Data and Trends

Data as of May 2009

Next Release Date: Week 3 of July



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.
May 08	49,189	3.6 %
May 09	50,216	2.1 %

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
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- Business Intelligence (BI)

## Product/Solution Inquiries:

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

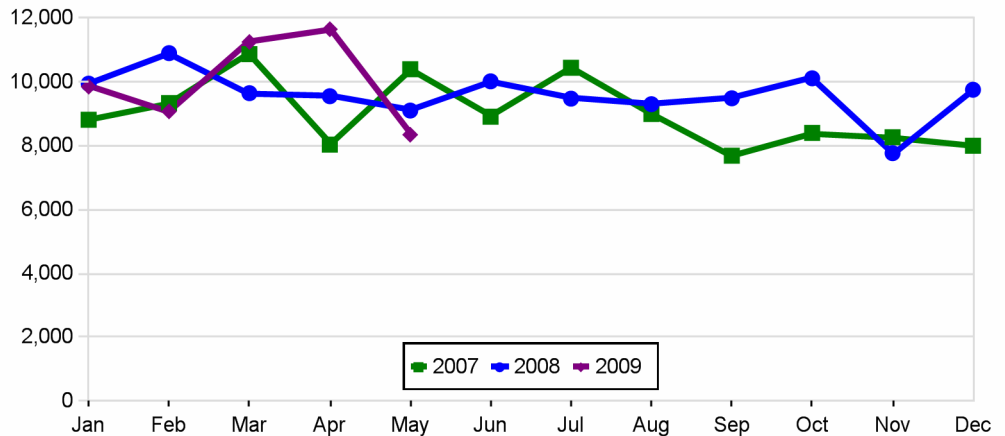
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## Sales Performance

### 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	6,567	-3.9 %	1	MIAMI	FL	940	-18.0 %
2	Florida	6,470	-25.2 %	2	CHICAGO	IL	792	51.4 %
3	Texas	3,343	14.1 %	3	BALTIMORE	MD	515	-23.1 %
4	New York	2,624	39.5 %	4	LOS ANGELES	CA	405	6.9 %
5	Virginia	1,872	29.1 %	5	PHILADELPHIA	PA	360	-26.1 %
6	Illinois	1,869	38.6 %	6	BROOKLYN	NY	309	134.1 %
7	Maryland	1,822	-10.9 %	7	HOUSTON	TX	292	-25.5 %
8	New Jersey	1,751	5.7 %	8	WASHINGTON	DC	283	-11.8 %
9	Arizona	1,697	-14.2 %	9	HIALEAH	FL	268	-16.3 %
10	Pennsylvania	1,651	-7.5 %	10	DALLAS	TX	248	31.9 %
		<b>29,666</b>	<b>-2.9 %</b>				<b>4,412</b>	<b>-3.2 %</b>

Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,776	20.3 %	1	60628	IL	98	75.0 %
2	MIAMI-DADE	FL	1,573	-20.3 %	2	21215	MD	89	-13.6 %
3	COOK	IL	1,245	43.3 %	2	33012	FL	89	0.0 %
4	MARICOPA	AZ	910	-17.7 %	4	32162	FL	85	44.1 %
5	ORANGE	CA	655	125.1 %	5	60620	IL	76	-2.6 %
6	SAN DIEGO	CA	534	3.9 %	6	20011	DC	64	-9.9 %
7	BROWARD	FL	505	-45.3 %	7	33175	FL	61	19.6 %
8	SUFFOLK	NY	450	45.2 %	8	33165	FL	56	-16.4 %
9	RIVERSIDE	CA	431	-43.7 %	8	00926	PR	56	100.0 %
10	DALLAS	TX	430	26.8 %	8	92211	CA	56	51.4 %
			<b>8,509</b>	<b>-0.7 %</b>				<b>730</b>	<b>14.2 %</b>

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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.
May 08	1,021	28.3 %
May 09	985	-3.5 %

## Refinance Transactions (% of endorsements)

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

Mth	% Refi	% Chg.
May 08	4 %	-56 %
May 09	8 %	74 %

## 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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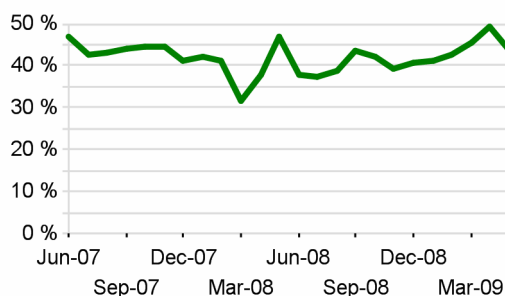
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# Competitive Landscape -YTD

## Endorsement and Lender Trends

### Top Ten Market Share Two Year Trend



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	9,156
2	0	BANK OF AMERICA NA CHAR	4,772
3	0	FINANCIAL FREEDOM ACQUI	2,079
4	0	WORLD ALLIANCE FINANCIA	1,455
5	23	ONE REVERSE MORTGAGE LL	1,315
6	2	METLIFE BANK	1,035
7	3	GENERATION MORTGAGE COM	865
8	1	URBAN FINANCIAL GROUP	638
9	68	MONEY HOUSE INC	468
10	8	1ST AAA REVERSE MORTGAG	439
Total:			22,222

## 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	174	2.4	1	33012	FL	43	1.3
2	CHICAGO	IL	109	2.9	2	33147	FL	39	1.2
3	LOS ANGELES	CA	94	2.3	3	21215	MD	36	1.5
4	BALTIMORE	MD	88	2.7	3	33155	FL	36	1.2
5	PHILADELPHIA	PA	81	2.1	5	60628	IL	35	1.6
6	HIALEAH	FL	79	1.8	6	33175	FL	34	1.2
7	ORLANDO	FL	76	1.6	6	33165	FL	34	1.2
8	TAMPA	FL	68	1.4	8	20011	DC	32	1.3
9	SAN DIEGO	CA	64	2.0	8	60619	IL	32	1.2
10	PORTLAND	OR	63	1.8	8	33013	FL	32	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	3.8 %	2	Compton	CA	14.0 %
3	CA	3.5 %	3	Hialeah	FL	10.5 %
4	MD	3.3 %	4	Hesperia	CA	8.9 %
5	UT	3.2 %	5	Apple Valley	CA	8.8 %
6	CO	3.1 %	6	Sun City	CA	8.7 %
7	FL	2.9 %	7	Moreno Valley	CA	8.5 %
8	OR	2.9 %	8	Detroit	MI	7.9 %
9	CT	2.8 %	9	Victorville	CA	7.7 %
10	AZ	2.7 %	10	San Bernardino	CA	7.6 %

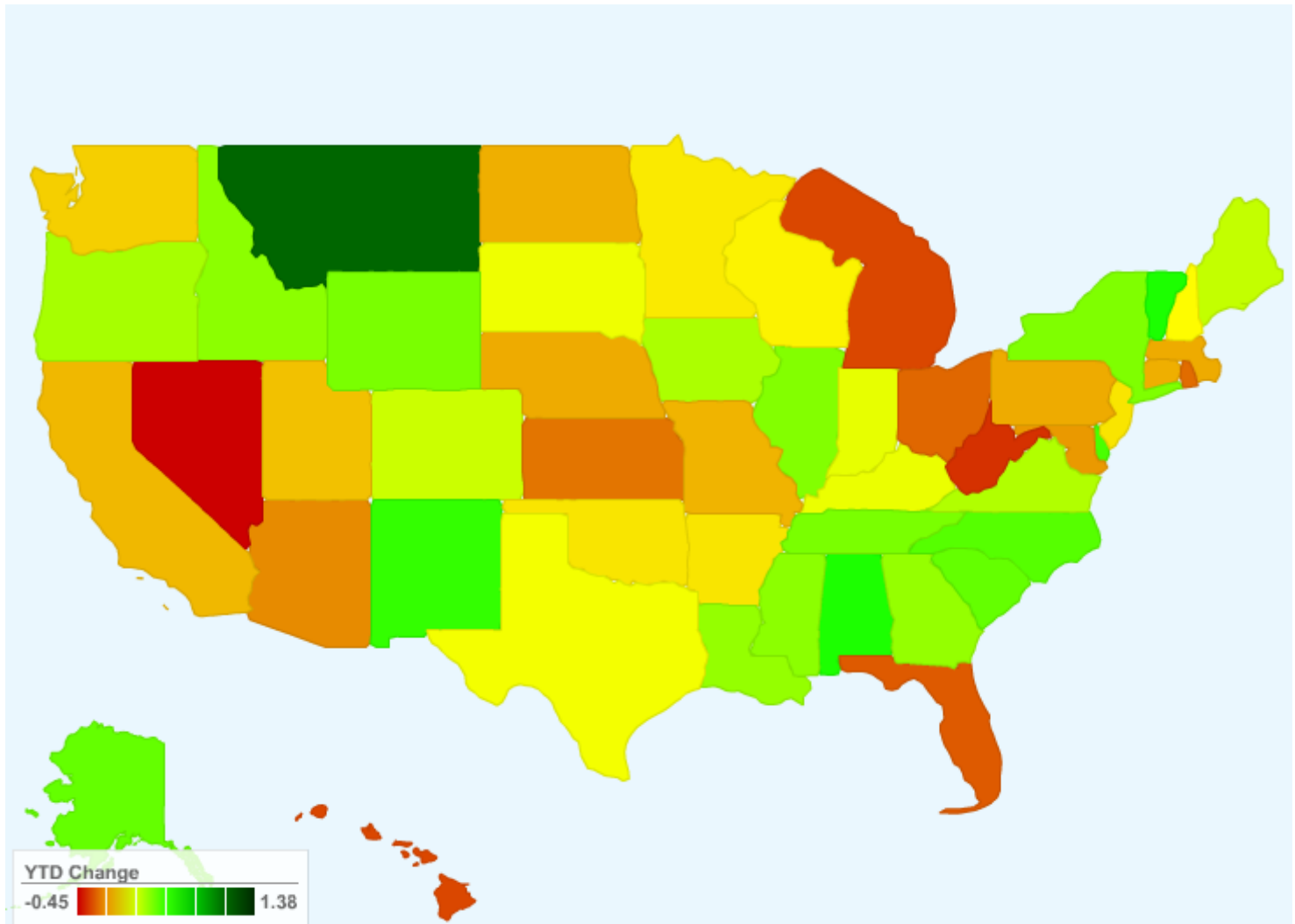
## Volume Rank by Avg MCA Growth and Geographic Area

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	CLEARLAKE	CA	\$375	\$184	1	97526	OR	\$330	\$106
2	CATHEDRAL CITY	CA	\$433	\$147	2	87111	NM	\$285	\$92
3	GAITHERSBURG	MD	\$413	\$146	3	98382	WA	\$298	\$92
4	REDONDO BEACH	CA	\$508	\$146	4	71909	AR	\$265	\$91
5	RALEIGH	NC	\$298	\$143	5	10306	NY	\$423	\$88
6	BOULDER	CO	\$450	\$142	6	10314	NY	\$413	\$83
7	REDWOOD CITY	CA	\$499	\$137	7	85248	AZ	\$302	\$78
8	SANTA BARBARA	CA	\$499	\$136	8	97527	OR	\$315	\$78
9	HOT SPRINGS	AR	\$286	\$136	9	92646	CA	\$432	\$73
10	MERRITT ISLAND	FL	\$301	\$136	10	11203	NY	\$435	\$72

## 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	\$141,902	\$94,110	1	11203	NY	\$18,702	\$10,721
2	CHICAGO	IL	\$188,175	\$84,270	2	32162	FL	\$20,841	\$9,212
3	SAN JOSE	CA	\$70,639	\$50,323	3	92211	CA	\$21,108	\$8,599
4	SAN FRANCISCO	CA	\$45,312	\$35,880	4	92128	CA	\$13,087	\$8,241
5	SCOTTSDALE	AZ	\$48,540	\$31,869	5	10306	NY	\$10,580	\$8,234
6	STATEN ISLAND	NY	\$51,867	\$29,865	6	90638	CA	\$11,895	\$7,904
7	LOS ANGELES	CA	\$164,790	\$28,328	7	90016	CA	\$13,326	\$7,596
8	ALBUQUERQUE	NM	\$47,004	\$28,049	8	97527	OR	\$14,186	\$7,299
9	DALLAS	TX	\$48,199	\$28,016	9	10314	NY	\$11,146	\$6,854
10	VIRGINIA BEACH	VA	\$60,838	\$25,134	10	33145	FL	\$13,459	\$6,770

# 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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