

# Industry Data and Trends

Data as of June 2009

Next Release Date: Week 3 of August



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.
Jun 08	59,215	5.0 %
Jun 09	58,849	-0.6 %

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](mailto:info@rminsight.net)

Ph.: (949) 281-6470

## Media Inquiries:

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

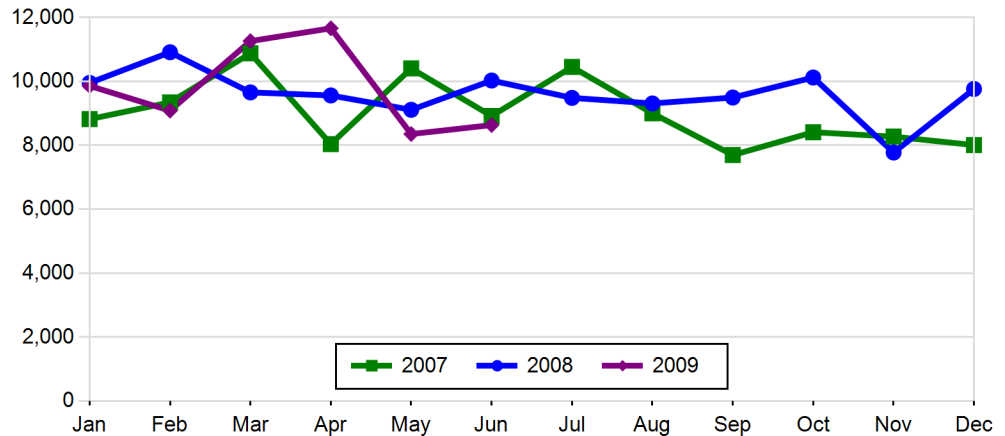
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## Sales Performance

### 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	7,826	-3.4 %	1	MIAMI	FL	1,081	-25.5 %	
2	Florida	7,474	-28.8 %	2	CHICAGO	IL	922	47.8 %	
3	Texas	3,881	12.5 %	3	BALTIMORE	MD	603	-22.6 %	
4	New York	3,285	42.0 %	4	LOS ANGELES	CA	505	14.3 %	
5	Illinois	2,199	33.8 %	5	PHILADELPHIA	PA	424	-26.0 %	
6	Virginia	2,198	19.1 %	6	BROOKLYN	NY	405	148.5 %	
7	Maryland	2,139	-11.5 %	7	WASHINGTON	DC	358	-5.8 %	
8	New Jersey	2,067	3.6 %	8	HOUSTON	TX	334	-27.5 %	
9	Arizona	1,988	-15.3 %	9	HIALEAH	FL	305	-22.6 %	
10	Pennsylvania	1,930	-9.7 %	10	DALLAS	TX	287	33.5 %	
34,987-4.8 %				5,224-4.7 %					
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	2,117	19.3 %	1	60628	IL	113	52.7 %
2	MIAMI-DADE	FL	1,815	-26.4 %	2	21215	MD	102	-12.8 %
3	COOK	IL	1,445	38.0 %	2	33012	FL	102	-12.1 %
4	MARICOPA	AZ	1,055	-20.9 %	4	32162	FL	100	42.9 %
5	ORANGE	CA	804	133.0 %	5	60620	IL	94	10.6 %
6	SAN DIEGO	CA	633	3.3 %	6	20011	DC	82	2.5 %
7	BROWARD	FL	587	-47.0 %	7	33175	FL	74	4.2 %
8	SUFFOLK	NY	558	51.6 %	8	33147	FL	68	-43.3 %
9	DALLAS	TX	500	26.9 %	9	33165	FL	66	-23.3 %
10	RIVERSIDE	CA	484	-45.2 %	10	00926	PR	65	124.1 %
9,998-3.2 %				8662.1 %					

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## 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	2,947	76.5 %

Month	Active Lenders	% Chg.
Jun 08	1,167	60.7 %
Jun 09	987	-15.4 %

## Refinance Transactions (% of endorsements)

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

Mth	% Refi	% Chg.
Jun 08	4 %	-47 %
Jun 09	9 %	94 %

## 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?

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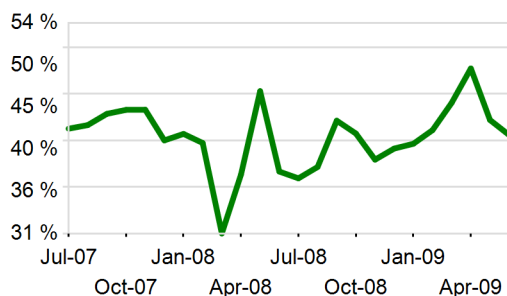
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# Competitive Landscape -YTD

## Endorsement and Lender Trends

### Top Ten Market Share Two Year Trend



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	10,549
2	0	BANK OF AMERICA NA CHAR	5,529
3	0	FINANCIAL FREEDOM ACQUI	2,171
4	0	WORLD ALLIANCE FINANCIA	1,710
5	23	ONE REVERSE MORTGAGE LL	1,584
6	2	METLIFE BANK	1,354
7	4	GENERATION MORTGAGE COM	1,047
8	1	URBAN FINANCIAL GROUP	735
9	78	MONEY HOUSE INC	555
10	7	1ST AAA REVERSE MORTGAG	525
Total:			25,759

## 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	181	2.5	1	33012	FL	48	1.2
2	CHICAGO	IL	118	2.9	2	33147	FL	44	1.2
3	LOS ANGELES	CA	104	2.3	3	33155	FL	40	1.2
4	BALTIMORE	MD	90	2.7	4	60628	IL	38	1.5
5	PHILADELPHIA	PA	85	2.2	4	21215	MD	38	1.5
5	HIALEAH	FL	85	1.8	4	33165	FL	38	1.2
7	ORLANDO	FL	81	1.7	7	33175	FL	37	1.3
8	SAN DIEGO	CA	73	2.0	8	20011	DC	36	1.4
9	TAMPA	FL	70	1.4	9	33013	FL	34	1.2
10	PORTLAND	OR	65	1.7	10	60619	IL	33	1.2

## Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	6.6 %	1	Opa Locka	FL	16.0 %
2	NV	3.8 %	2	Compton	CA	14.0 %
3	CA	3.6 %	3	Hialeah	FL	10.8 %
4	MD	3.4 %	4	Hesperia	CA	8.8 %
5	UT	3.3 %	5	Apple Valley	CA	8.8 %
6	CO	3.1 %	6	Sun City	CA	8.7 %
7	FL	3.0 %	7	Moreno Valley	CA	8.5 %
8	OR	2.9 %	8	Detroit	MI	8.0 %
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	\$420	\$231	1	90703	CA	\$482	\$120
2	CATHEDRAL CITY	CA	\$457	\$174	2	10306	NY	\$441	\$116
3	SAN MATEO	CA	\$524	\$161	3	97526	OR	\$335	\$109
4	REDONDO BEACH	CA	\$522	\$159	4	23455	VA	\$333	\$103
5	SAN FRANCISCO	CA	\$522	\$159	5	10314	NY	\$420	\$90
6	REDWOOD CITY	CA	\$521	\$159	6	92646	CA	\$447	\$87
7	BERKELEY	CA	\$519	\$157	7	97527	OR	\$317	\$86
8	BOULDER	CO	\$471	\$155	8	11203	NY	\$441	\$79
9	SANTA CLARA	CA	\$515	\$154	9	86406	AZ	\$301	\$76
10	SAN RAFAEL	CA	\$516	\$153	10	91001	CA	\$435	\$75

## 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	\$195,784	\$136,927	1	11203	NY	\$22,072	\$12,646
2	CHICAGO	IL	\$218,393	\$94,430	2	90703	CA	\$15,435	\$12,533
3	SAN JOSE	CA	\$87,667	\$62,997	3	32162	FL	\$25,299	\$11,484
4	LOS ANGELES	CA	\$214,314	\$55,522	4	10306	NY	\$13,666	\$11,069
5	SAN FRANCISCO	CA	\$63,651	\$52,404	5	92211	CA	\$24,228	\$10,744
6	STATEN ISLAND	NY	\$68,262	\$38,816	6	92646	CA	\$13,846	\$9,528
7	SCOTTSDALE	AZ	\$57,912	\$38,151	7	90016	CA	\$16,091	\$9,305
8	DALLAS	TX	\$57,662	\$34,036	8	10314	NY	\$15,527	\$8,931
9	VIRGINIA BEACH	VA	\$77,280	\$32,248	9	92128	CA	\$15,758	\$8,537
10	ALBUQUERQUE	NM	\$53,447	\$31,461	10	91001	CA	\$13,477	\$8,436



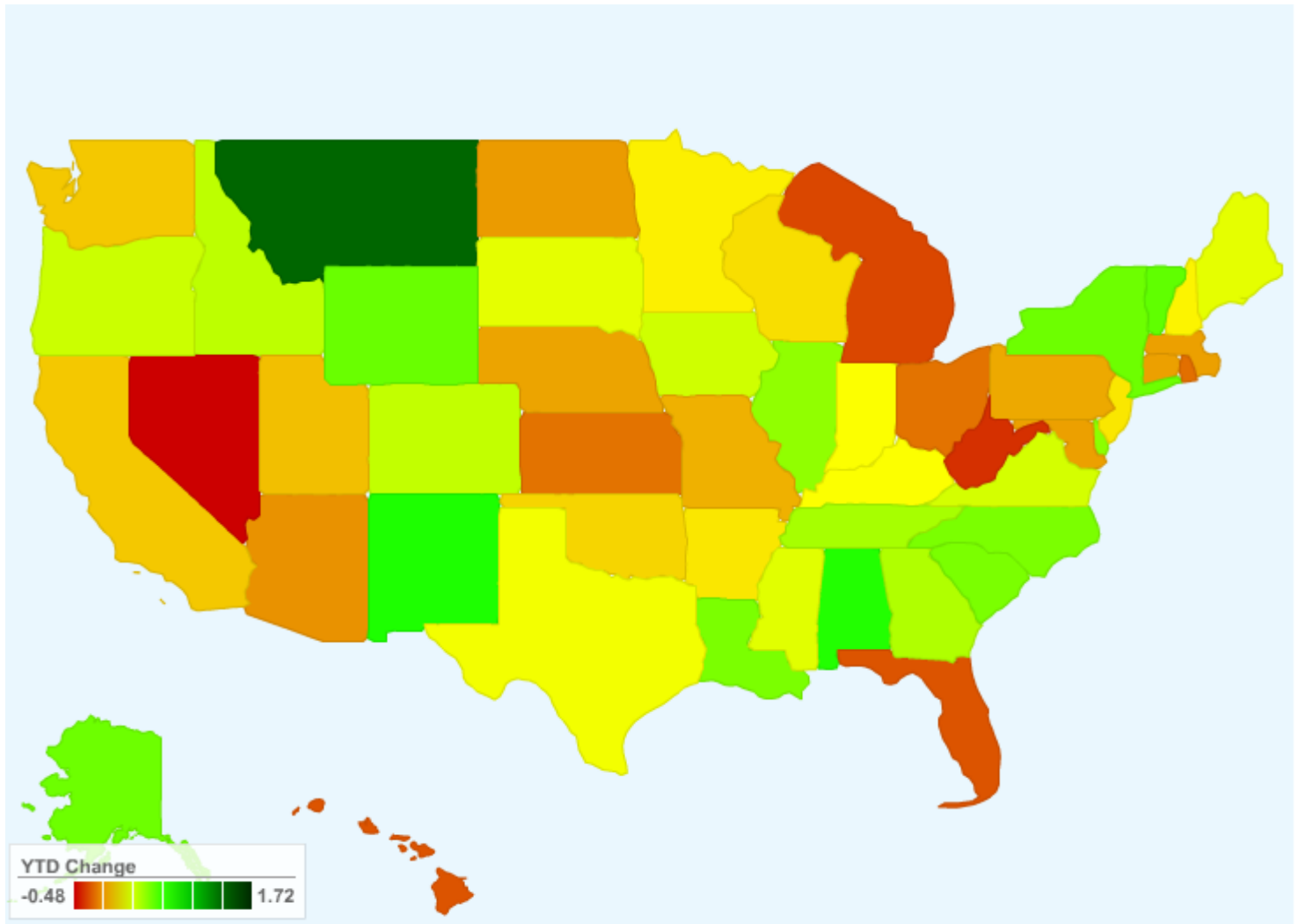
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Fannie Mae



# 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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