

Industry Data and Trends

Data as of July 2009

Next Release Date: Week 3 of September



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.
Jul 08	68,698	2.8 %
Jul 09	68,677	0.0 %

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.

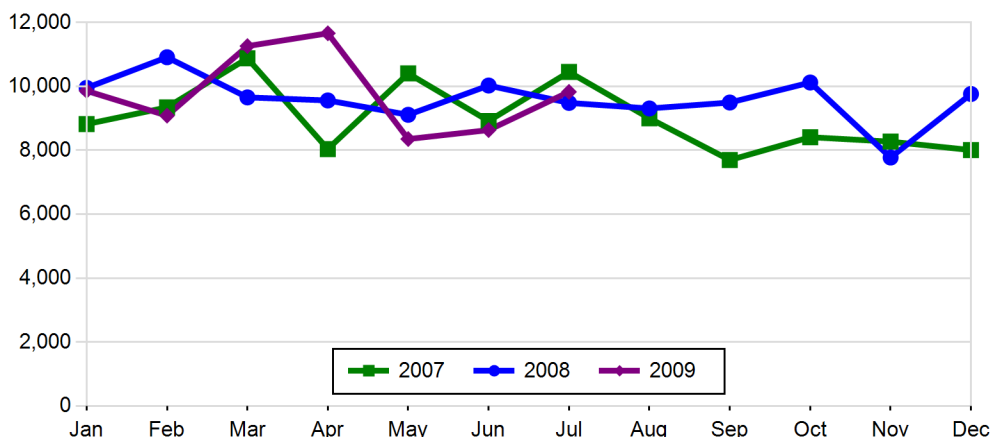
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Sales Performance

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	9,443	1.1 %	1	MIAMI	FL	1,254	-29.0 %	
2	Florida	8,749	-28.9 %	2	CHICAGO	IL	1,080	48.1 %	
3	Texas	4,439	9.7 %	3	BALTIMORE	MD	725	-17.3 %	
4	New York	3,908	47.1 %	4	LOS ANGELES	CA	587	13.1 %	
5	Illinois	2,557	33.3 %	5	BROOKLYN	NY	493	165.1 %	
6	Maryland	2,536	-8.1 %	6	PHILADELPHIA	PA	485	-23.6 %	
7	Virginia	2,509	17.5 %	7	WASHINGTON	DC	419	-2.8 %	
8	New Jersey	2,427	6.0 %	8	HOUSTON	TX	392	-27.3 %	
9	Arizona	2,293	-14.6 %	9	HIALEAH	FL	343	-31.5 %	
10	Pennsylvania	2,234	-9.0 %	10	PHOENIX	AZ	328	-29.6 %	
41,095				-3.5 %	6,106				-8.2 %
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	2,511	21.2 %	1	60628	IL	131	57.8 %
2	MIAMI-DADE	FL	2,108	-30.2 %	2	21215	MD	118	-4.8 %
3	COOK	IL	1,669	37.4 %	3	32162	FL	117	30.0 %
4	MARICOPA	AZ	1,231	-18.9 %	4	33012	FL	113	-25.7 %
5	ORANGE	CA	1,017	146.8 %	5	60620	IL	108	5.9 %
6	SAN DIEGO	CA	781	10.8 %	6	20011	DC	94	4.4 %
7	BROWARD	FL	679	-46.7 %	7	33175	FL	88	3.5 %
8	SUFFOLK	NY	677	59.3 %	8	00926	PR	84	147.1 %
9	BALTIMORE CITY	MD	574	-7.4 %	9	33147	FL	81	-41.7 %
10	RIVERSIDE	CA	566	-44.9 %	9	33165	FL	81	-24.3 %
11,813				-3.8 %	1,015				0.9 %

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

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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.
Jul 08	1,230	40.9 %
Jul 09	1,118	-9.1 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Jul 08	3 %	-65 %
Jul 09	9 %	179 %

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?

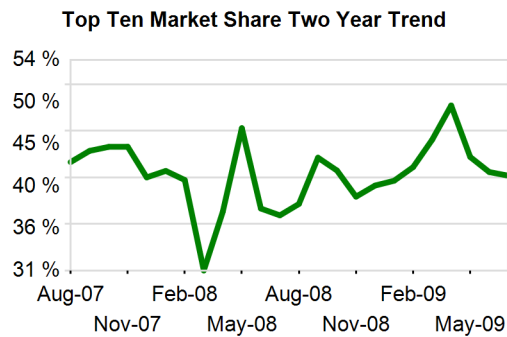
Our **Wholesale Analytics Report** analyzes your customers' volume and identifies and quantifies new/existing wholesale relationships.

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Competitive Landscape -YTD

Endorsement and Lender Trends



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	12,264
2	0	BANK OF AMERICA NA CHAR	6,286
3	0	FINANCIAL FREEDOM ACQUI	2,394
4	0	WORLD ALLIANCE FINANCIA	2,002
5	19	ONE REVERSE MORTGAGE LL	1,850
6	3	METLIFE BANK	1,658
7	4	GENERATION MORTGAGE COM	1,248
8	-1	URBAN FINANCIAL GROUP	828
9	76	MONEY HOUSE INC	678
10	4	1ST AAA REVERSE MORTGAG	626
Total:			29,834

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	188	2.4	1	33012	FL	51	1.2
2	CHICAGO	IL	127	2.9	2	33155	FL	49	1.2
3	LOS ANGELES	CA	114	2.3	3	33147	FL	47	1.2
4	BALTIMORE	MD	95	2.7	4	33165	FL	42	1.3
5	ORLANDO	FL	91	1.7	4	33175	FL	42	1.3
6	HIALEAH	FL	90	1.8	6	21215	MD	39	1.5
7	PHILADELPHIA	PA	88	2.2	7	60628	IL	38	1.5
8	SAN DIEGO	CA	79	2.0	7	20011	DC	38	1.5
9	TAMPA	FL	76	1.4	7	33013	FL	38	1.2
10	PORTLAND	OR	74	1.7	10	33055	FL	37	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	6.7 %	1	Opa Locka	FL	16.2 %
2	NV	3.8 %	2	Compton	CA	14.0 %
3	CA	3.6 %	3	Hialeah	FL	11.1 %
4	MD	3.5 %	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	3.0 %	8	Detroit	MI	8.0 %
9	CT	2.8 %	9	Victorville	CA	7.7 %
10	AZ	2.8 %	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	\$225	1	95125	CA	\$525	\$162
2	SANTA BARBARA	CA	\$555	\$192	2	90019	CA	\$518	\$156
3	SAN MATEO	CA	\$545	\$183	3	92708	CA	\$509	\$146
4	BOULDER	CO	\$496	\$177	4	90703	CA	\$498	\$135
5	SAN FRANCISCO	CA	\$538	\$175	5	92647	CA	\$482	\$119
6	REDONDO BEACH	CA	\$536	\$174	6	92646	CA	\$470	\$110
7	SAN RAFAEL	CA	\$535	\$173	7	97526	OR	\$335	\$107
8	REDWOOD CITY	CA	\$534	\$171	8	10314	NY	\$421	\$91
9	BERKELEY	CA	\$530	\$167	9	92260	CA	\$371	\$87
10	SANTA CLARA	CA	\$525	\$164	10	97527	OR	\$318	\$84

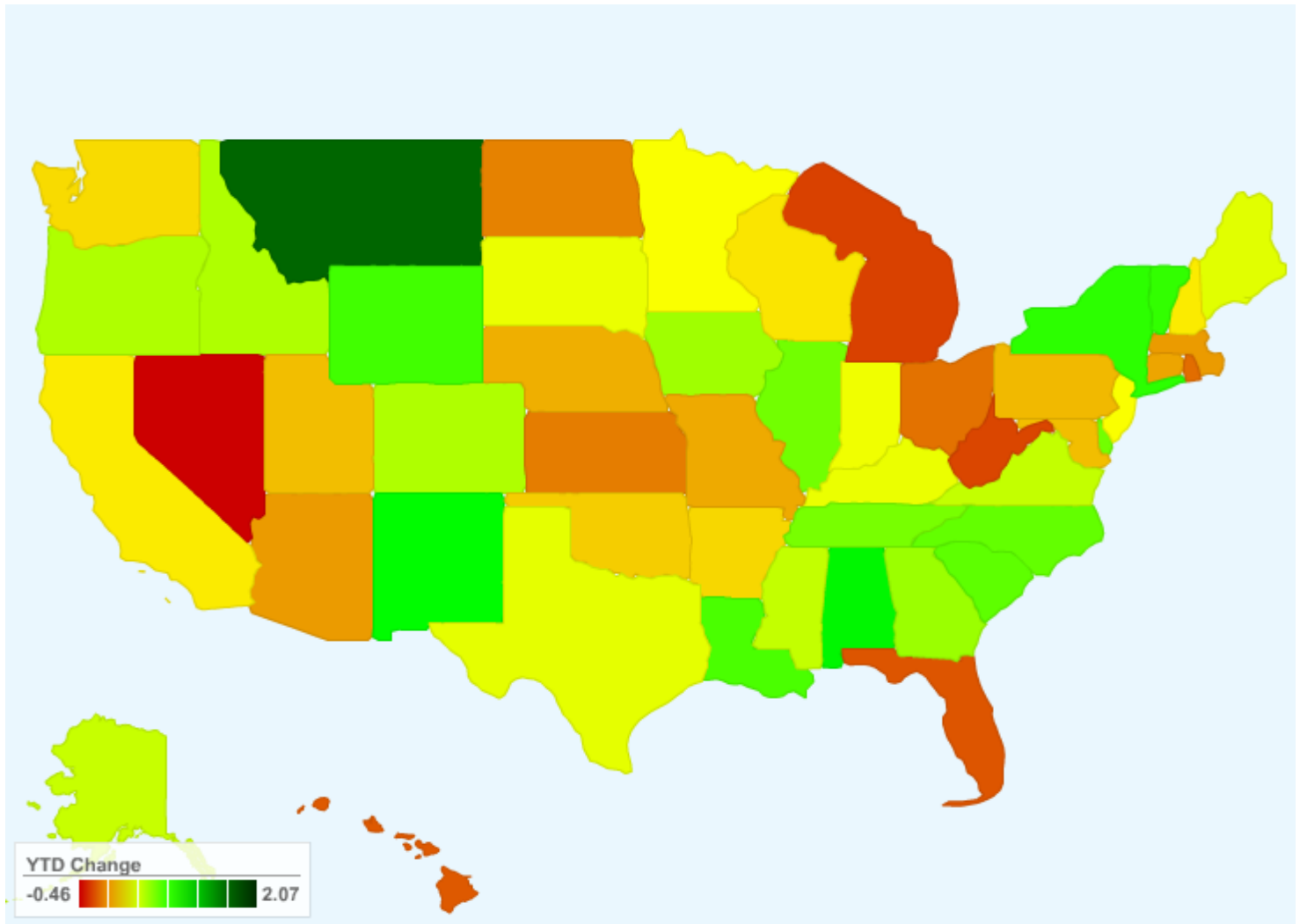
Volume Rank by Total MCA Growth and Geographic Area

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	BROOKLYN	NY	\$244,039	\$176,941	1	95125	CA	\$19,427	\$18,339
2	CHICAGO	IL	\$253,428	\$107,809	2	90019	CA	\$19,178	\$15,187
3	SAN JOSE	CA	\$110,696	\$82,074	3	90703	CA	\$19,421	\$15,068
4	SAN FRANCISCO	CA	\$85,482	\$72,059	4	92708	CA	\$18,308	\$15,042
5	LOS ANGELES	CA	\$255,695	\$69,400	5	92647	CA	\$17,839	\$14,574
6	SCOTTSDALE	AZ	\$68,664	\$45,700	6	92646	CA	\$18,344	\$13,663
7	HUNTINGTON BEACH	CA	\$54,949	\$45,189	7	11203	NY	\$24,797	\$13,557
8	STATEN ISLAND	NY	\$75,780	\$42,604	8	10314	NY	\$18,950	\$12,354
9	SAN DIEGO	CA	\$140,559	\$42,592	9	32162	FL	\$29,317	\$11,857
10	DALLAS	TX	\$66,952	\$38,133	10	92128	CA	\$20,115	\$11,290

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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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