Industry Data and Trends

Data as of July 2010

Next Release Date: Week 3 of September
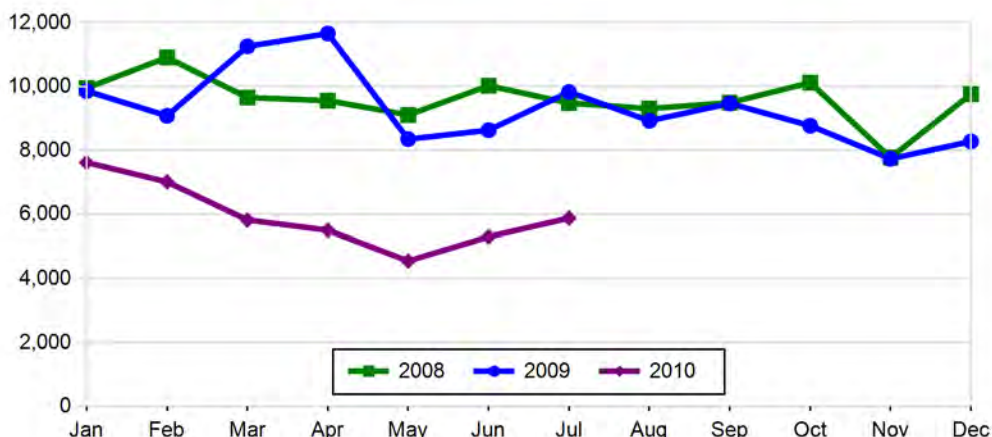
REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2007	108,230	26.6 %
2008	115,157	6.4 %
2009	111,864	-2.9 %

YTD	Units	% Chg.
Jul 09	68,677	0.0 %
Jul 10	41,695	-39.3 %

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)

Sales Performance

Year Over Year Endorsement Trend

Legend: 2008, 2009, 2010

Endorsement Rank by Geographic Area (YTD) Units and Growth %

Rank	State	Units	Growth		Rank	City	St	Units	Growth
1	California	5,740	-39.2 %		1	BALTIMORE	MD	747	3.0 %
2	Florida	3,716	-57.5 %		2	CHICAGO	IL	652	-39.6 %
3	Texas	3,336	-24.8 %		3	MIAMI	FL	478	-61.9 %
4	New York	2,352	-39.8 %		4	PHILADELPHIA	PA	477	-1.6 %
5	Maryland	1,867	-26.4 %		5	HOUSTON	TX	341	-13.0 %
6	New Jersey	1,627	-33.0 %		6	WASHINGTON	DC	328	-21.7 %
7	Virginia	1,620	-35.4 %		7	BROOKLYN	NY	308	-37.5 %
8	Pennsylvania	1,557	-30.3 %		8	LOS ANGELES	CA	296	-49.6 %
9	Illinois	1,445	-43.5 %		9	SAN ANTONIO	TX	233	-19.9 %
10	Washington	1,185	-36.7 %		10	SAN JUAN	PR	210	-28.3 %
		24,445	**-39.9 %**					**4,070**	**-32.4 %**

Rank	County	St	Units	Growth		Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,600	-36.3 %		1	21215	MD	108	-8.5 %
2	COOK	IL	964	-42.2 %		2	21229	MD	80	9.6 %
3	MIAMI-DADE	FL	778	-63.1 %		3	21216	MD	78	47.2 %
4	BALTIMORE CITY	MD	662	15.3 %		4	21218	MD	74	45.1 %
5	ORANGE	CA	624	-38.6 %		5	20011	DC	70	-25.5 %
6	SAN DIEGO	CA	543	-30.5 %		6	60620	IL	64	-40.7 %
7	HARRIS	TX	513	-5.2 %		6	60628	IL	64	-51.1 %
8	PHILADELPHIA	PA	477	-1.6 %		8	00926	PR	61	-27.4 %
9	MARICOPA	AZ	432	-64.9 %		9	32162	FL	58	-50.4 %
10	SUFFOLK	NY	397	-41.4 %		10	19143	PA	56	40.0 %
			6,990	**-39.7 %**					**713**	**-18.0 %**

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Product/Solution Inquiries:
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Media Inquiries:
We are happy to assist members of the media with commentary or special data requests

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2008	2,948	76.3 %
2009	3,133	6.3 %

Month	Active Lenders	% Chg.
Jul 09	1,136	-7.7 %
Jul 10	734	-35.4 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2008	4 %	-37 %
2009	9 %	128 %

Mth	% Refi	% Chg.
Jul 09	9 %	179 %
Jul 10	5 %	-65 %

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) 429-0452 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.
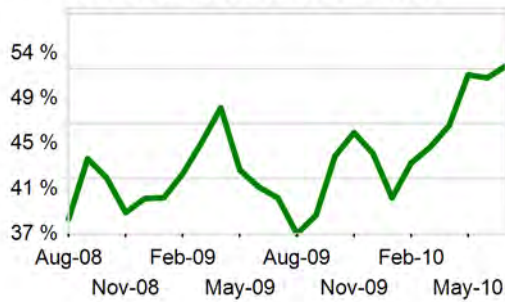
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Endorsement and Lender Trends

Top Ten Market Share Two Year Trend

Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	8,246
2	0	BANK OF AMERICA NA CHAR	3,787
3	2	ONE REVERSE MORTGAGE LL	1,632
4	2	METLIFE BANK	1,565
5	3	URBAN FINANCIAL GROUP	861
6	1	GENERATION MORTGAGE COM	704
7	-4	FINANCIAL FREEDOM ACQUI	690
8	4	GUARDIAN FIRST FUNDING	675
9	2	1st AAA Reverse Mortgag	655
10	13	NET EQUITY FINANCIAL IN	469
		Total:	19,284

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	103	2.1	1	60628	IL	29	1.3
2	CHICAGO	IL	93	2.9	1	33165	FL	29	1.0
3	LOS ANGELES	CA	88	1.6	3	20011	DC	28	1.3
4	SAN DIEGO	CA	63	1.7	4	60620	IL	27	1.3
5	BALTIMORE	MD	62	4.5	5	11203	NY	24	1.1
5	PHILADELPHIA	PA	62	2.9	6	11434	NY	22	1.1
7	BROOKLYN	NY	60	2.0	7	32162	FL	21	1.5
8	WASHINGTON	DC	52	2.3	7	19143	PA	21	1.3
9	JACKSONVILLE	FL	51	1.4	9	21216	MD	20	1.8
10	HOUSTON	TX	47	2.7	9	20019	DC	20	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	7.8 %	1	Opa Locka	FL	17.6 %
2	MD	4.1 %	2	Compton	CA	14.1 %
3	NV	4.0 %	3	Hialeah	FL	12.5 %
4	CA	4.0 %	4	Apple Valley	CA	8.9 %
5	UT	3.9 %	5	Portsmouth	VA	8.8 %
6	OR	3.6 %	6	Hesperia	CA	8.8 %
7	CO	3.4 %	7	Sun City	CA	8.6 %
8	FL	3.4 %	8	Moreno Valley	CA	8.4 %
9	CT	3.1 %	9	Miami	FL	8.4 %
10	AZ	3.0 %	10	Norfolk	VA	8.0 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	TORRANCE	CA	$546	$100	1	60621	IL	$240	$33
2	HUNTINGTON BEACH	CA	$554	$59	2	21217	MD	$193	$20
3	PASADENA	CA	$546	$58	3	60636	IL	$208	$18
4	SANTA BARBARA	CA	$610	$55	4	21216	MD	$147	$10
5	SAN JOSE	CA	$530	$47	5	20020	DC	$273	$9
6	SANTA FE	NM	$410	$43	6	19143	PA	$121	$8
7	SAN FRANCISCO	CA	$581	$43	7	21207	MD	$208	$7
8	SAN DIEGO	CA	$466	$36	8	21229	MD	$158	$7
9	BRICK	NJ	$272	$29	9	21213	MD	$135	$5
10	TULSA	OK	$152	$27	10	21215	MD	$167	$3

Geography Rank by Total MCA Growth

Rank	City	St	MCA $(000)	Growth $(000)	Rank	Zip	St	MCA $(000)	Growth $(000)
1	SANTA BARBARA	CA	$24,395	$7,741	1	21216	MD	$11,480	$4,206
2	NEW ORLEANS	LA	$26,446	$7,617	2	21218	MD	$12,700	$3,310
3	TULSA	OK	$9,116	$1,138	3	21213	MD	$7,025	$3,265
4	LUBBOCK	TX	$8,271	($385)	4	19143	PA	$6,800	$2,268
5	TORRANCE	CA	$24,591	($398)	5	21217	MD	$7,139	$1,949
6	CLEVELAND	OH	$2,621	($457)	6	21229	MD	$12,632	$1,595
7	EUGENE	OR	$12,567	($1,281)	7	60621	IL	$10,339	$372
8	GAINESVILLE	FL	$5,475	($1,643)	8	20020	DC	$10,113	$318
9	BRICK	NJ	$9,524	($1,677)	9	20019	DC	$8,248	($320)
10	MILWAUKEE	WI	$5,472	($2,404)	10	60636	IL	$10,817	($1,178)

YTD Endorsement Growth Heatmap

YTD Change

-0.62 ▮▮▮▮▮▮ -0.04
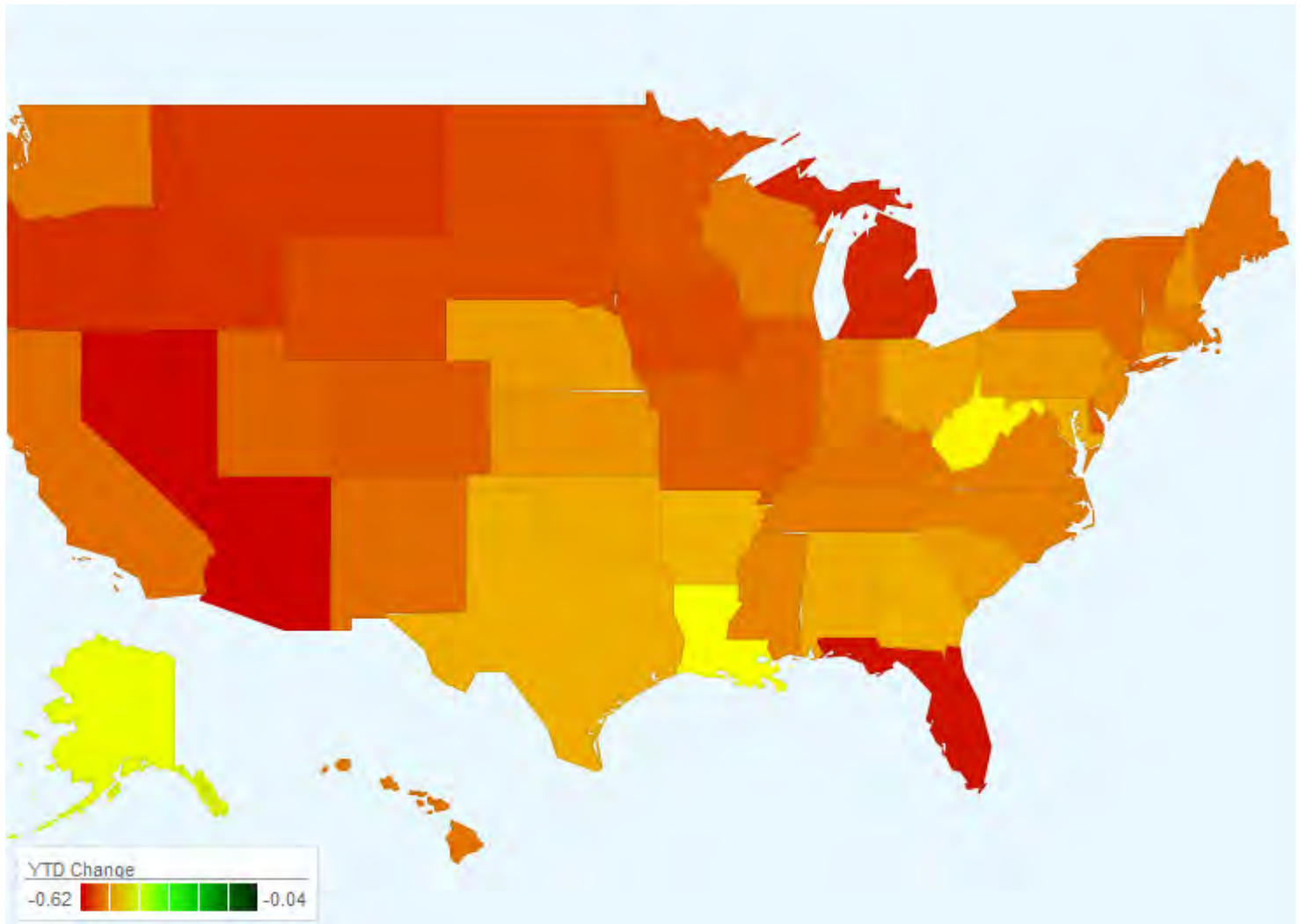
Definitions

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.