

Industry Data and Trends

Data as of August 2010

Next Release Date: Week 3 of October



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.
Aug 09	77,604	-0.5 %
Aug 10	48,336	-37.7 %

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:

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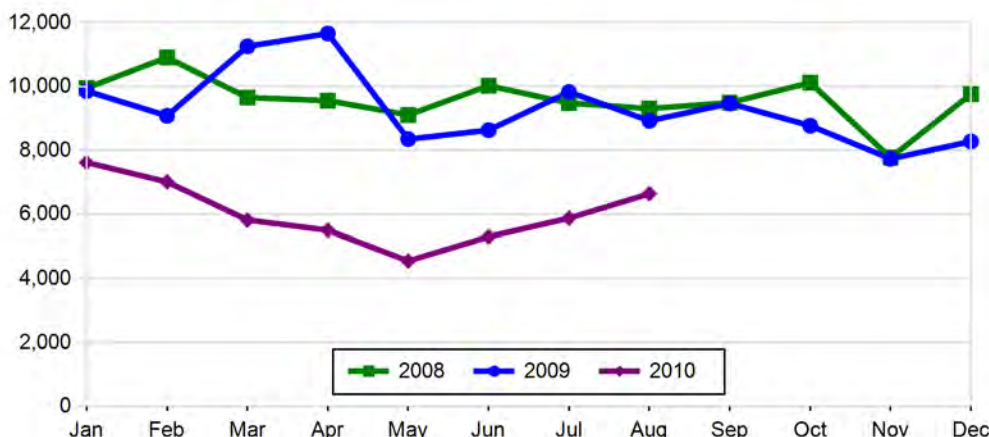
We are happy to assist members of the media with commentary or special data requests

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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	6,664	-39.0 %	1	BALTIMORE	MD	809	-7.4 %	
2	Florida	4,257	-56.6 %	2	CHICAGO	IL	732	-40.3 %	
3	Texas	3,929	-21.3 %	3	PHILADELPHIA	PA	562	4.3 %	
4	New York	2,750	-37.4 %	4	MIAMI	FL	548	-61.2 %	
5	Maryland	2,107	-27.6 %	5	HOUSTON	TX	411	-9.5 %	
6	New Jersey	1,916	-30.1 %	6	WASHINGTON	DC	381	-23.0 %	
7	Virginia	1,878	-32.8 %	7	BROOKLYN	NY	356	-39.0 %	
8	Pennsylvania	1,833	-26.0 %	8	LOS ANGELES	CA	341	-49.3 %	
9	Illinois	1,668	-42.6 %	9	SAN ANTONIO	TX	274	-14.6 %	
10	Washington	1,360	-37.5 %	10	SAN DIEGO	CA	243	-35.5 %	
28,362				-38.5 %	4,657				-33.1 %
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,858	-36.5 %	1	21215	MD	120	-15.5 %
2	COOK	IL	1,098	-42.1 %	2	21229	MD	86	-5.5 %
3	MIAMI-DADE	FL	884	-62.9 %	3	20011	DC	84	-25.7 %
4	ORANGE	CA	727	-39.4 %	4	21216	MD	82	30.2 %
5	BALTIMORE CITY	MD	714	0.7 %	5	21218	MD	78	30.0 %
6	SAN DIEGO	CA	645	-27.6 %	6	60620	IL	72	-40.0 %
7	HARRIS	TX	607	-2.1 %	7	60628	IL	69	-53.7 %
8	PHILADELPHIA	PA	562	4.3 %	7	00926	PR	69	-26.6 %
9	MARICOPA	AZ	500	-62.9 %	9	32162	FL	68	-48.9 %
10	SUFFOLK	NY	469	-38.4 %	10	19143	PA	64	48.8 %
8,064				-39.3 %	792				-21.4 %

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2008	2,949	76.4 %
2009	3,151	6.8 %

Month	Active Lenders	% Chg.
Aug 09	1,342	3.6 %
Aug 10	773	-42.4 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Aug 09	10 %	290 %
Aug 10	7 %	-45 %

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!

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Competitive Landscape -YTD

Endorsement and Lender Trends



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	10,126
2	0	BANK OF AMERICA NA CHAR	4,451
3	3	METLIFE BANK	1,962
4	1	ONE REVERSE MORTGAGE LL	1,931
5	3	URBAN FINANCIAL GROUP	917
6	1	GENERATION MORTGAGE COM	788
7	-4	FINANCIAL FREEDOM ACQUI	767
8	3	1ST AAA REVERSE MORTGAG	751
9	3	GUARDIAN FIRST FUNDING	739
10	9	NET EQUITY FINANCIAL IN	514
Total:			22,946

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	109	2.1	1	33165	FL	37	1.0
2	CHICAGO	IL	100	2.8	2	60628	IL	31	1.3
3	LOS ANGELES	CA	94	1.7	3	20011	DC	30	1.3
4	PHILADELPHIA	PA	67	2.9	3	60620	IL	30	1.3
4	SAN DIEGO	CA	67	1.8	5	11203	NY	25	1.1
6	BALTIMORE	MD	66	4.2	6	23434	VA	24	1.2
6	BROOKLYN	NY	66	2.0	6	20019	DC	24	1.1
8	WASHINGTON	DC	54	2.3	6	11434	NY	24	1.1
9	JACKSONVILLE	FL	52	1.5	9	32162	FL	23	1.5
10	DALLAS	TX	49	1.8	9	20002	DC	23	1.4

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	7.9 %	1	Opa Locka	FL	17.6 %
2	MD	4.1 %	2	Compton	CA	14.1 %
3	NV	4.0 %	3	Hialeah	FL	12.6 %
4	UT	4.0 %	4	Portsmouth	VA	8.9 %
5	CA	4.0 %	5	Apple Valley	CA	8.9 %
6	OR	3.6 %	6	Hesperia	CA	8.7 %
7	CO	3.4 %	7	Sun City	CA	8.6 %
8	FL	3.4 %	8	Miami	FL	8.4 %
9	CT	3.2 %	9	Moreno Valley	CA	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	\$548	\$82	1	60621	IL	\$235	\$25
2	PASADENA	CA	\$536	\$46	2	20020	DC	\$272	\$10
3	SANTA BARBARA	CA	\$606	\$43	3	21217	MD	\$184	\$7
4	HUNTINGTON BEACH	CA	\$554	\$40	4	21207	MD	\$208	\$7
5	SANTA ANA	CA	\$459	\$38	5	19143	PA	\$119	\$7
6	SAN JOSE	CA	\$531	\$34	6	21229	MD	\$156	\$6
7	SAN FRANCISCO	CA	\$580	\$33	7	60636	IL	\$199	\$5
8	ALEXANDRIA	VA	\$446	\$32	8	21216	MD	\$147	\$4
9	SAN DIEGO	CA	\$462	\$28	9	21215	MD	\$165	\$1
10	STATEN ISLAND	NY	\$458	\$26	10	60617	IL	\$169	(\$7)

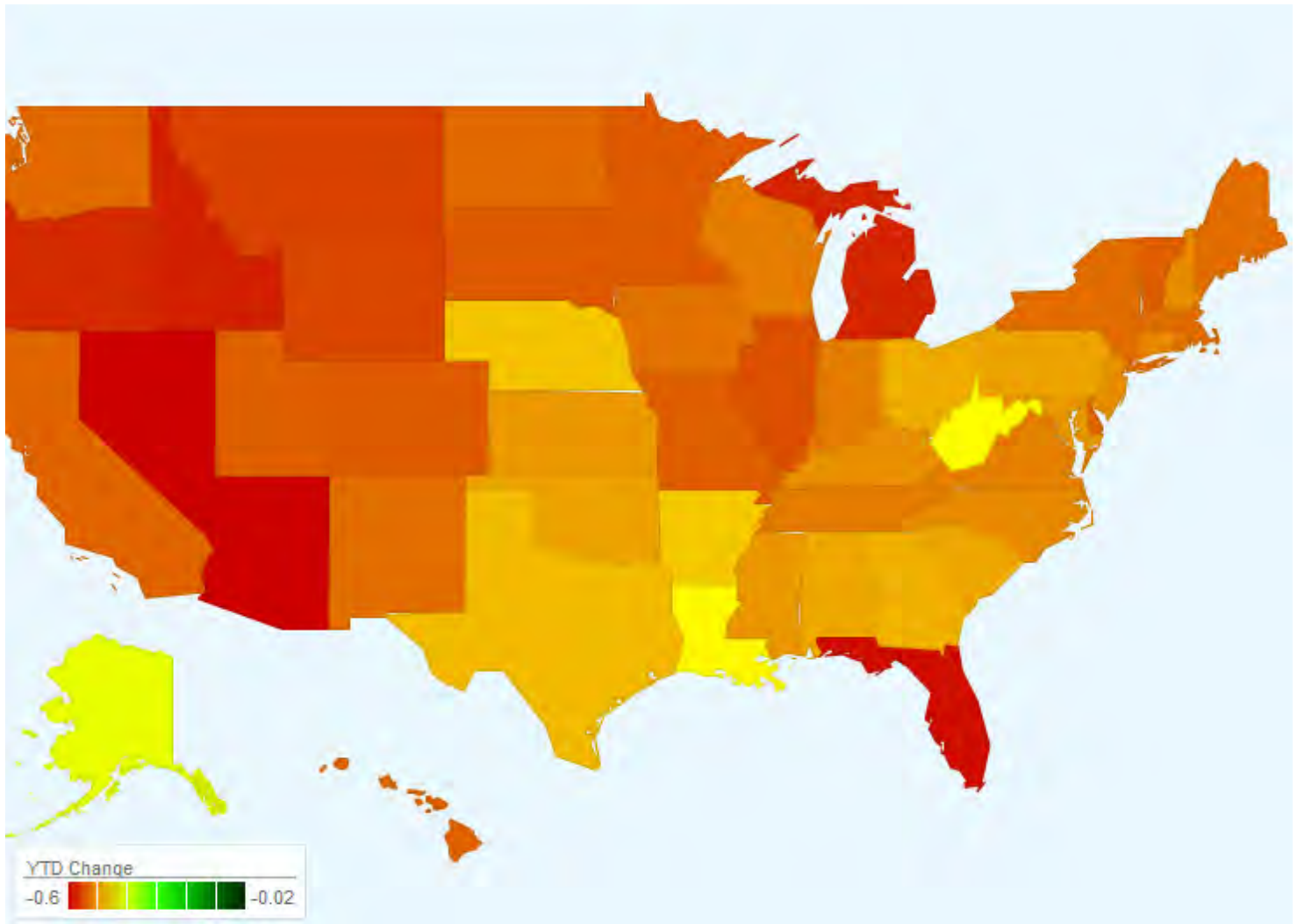
Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	NEW ORLEANS	LA	\$29,515	\$7,947	1	21216	MD	\$12,063	\$3,030
2	SANTA BARBARA	CA	\$28,481	\$7,093	2	19143	PA	\$7,594	\$2,790
3	TULSA	OK	\$11,264	\$1,416	3	21218	MD	\$13,517	\$2,470
4	LUBBOCK	TX	\$9,313	\$195	4	20019	DC	\$9,418	\$405
5	CLEVELAND	OH	\$3,248	(\$55)	5	21217	MD	\$7,347	\$285
6	GAINESVILLE	FL	\$7,833	(\$800)	6	21213	MD	\$7,090	(\$62)
7	GREENVILLE	SC	\$6,940	(\$1,435)	7	20020	DC	\$10,879	(\$106)
8	BRICK	NJ	\$10,809	(\$1,556)	8	60621	IL	\$11,265	(\$252)
9	CORPUS CHRISTI	TX	\$8,964	(\$1,881)	9	21229	MD	\$13,415	(\$253)
10	SAVANNAH	GA	\$16,408	(\$1,974)	10	21207	MD	\$9,782	(\$2,681)

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YTD Endorsement Growth 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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