

Industry Data and Trends

Data as of September 2010

Next Release Date: Week 3 of November



REVERSE MARKET
INSIGHT

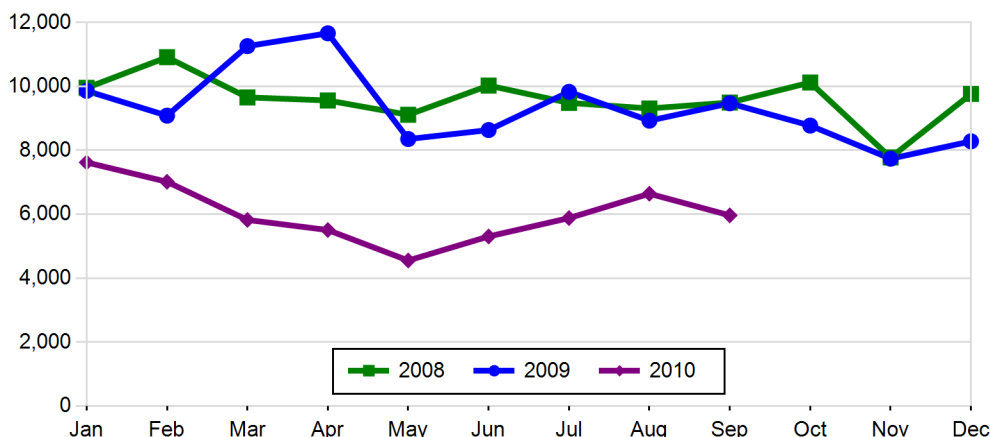
Endorsement Growth Rate

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

YTD	Units	% Chg.
Sep 09	87,074	-0.5 %
Sep 10	54,299	-37.6 %

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	7,439	-40.9 %	1	BALTIMORE	MD	877	-14.4 %	
2	Florida	4,713	-56.3 %	2	CHICAGO	IL	799	-41.8 %	
3	Texas	4,432	-21.1 %	3	PHILADELPHIA	PA	629	5.9 %	
4	New York	3,091	-37.3 %	4	MIAMI	FL	605	-61.1 %	
5	Maryland	2,319	-30.3 %	5	HOUSTON	TX	462	-10.8 %	
6	New Jersey	2,156	-30.6 %	6	WASHINGTON	DC	436	-25.1 %	
7	Virginia	2,128	-32.2 %	7	BROOKLYN	NY	393	-40.0 %	
8	Pennsylvania	2,062	-25.1 %	8	LOS ANGELES	CA	380	-51.2 %	
9	Illinois	1,823	-43.1 %	9	SAN ANTONIO	TX	312	-16.4 %	
10	Washington	1,502	-40.0 %	10	SAN JUAN	PR	274	-23.7 %	
31,665				5,167				-33.8 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	2,063	-39.5 %	1	21215	MD	128	-23.4 %
2	COOK	IL	1,204	-42.7 %	2	20011	DC	95	-27.5 %
3	MIAMI-DADE	FL	965	-63.3 %	3	21216	MD	90	18.4 %
4	ORANGE	CA	807	-41.2 %	4	21229	MD	88	-20.0 %
5	BALTIMORE CITY	MD	769	-7.7 %	5	21218	MD	86	14.7 %
6	SAN DIEGO	CA	718	-30.0 %	6	00926	PR	81	-20.6 %
7	HARRIS	TX	685	-1.7 %	7	60620	IL	80	-42.0 %
8	PHILADELPHIA	PA	629	5.9 %	7	60628	IL	80	-49.7 %
9	MARICOPA	AZ	573	-61.2 %	9	32162	FL	76	-49.0 %
10	SUFFOLK	NY	536	-37.3 %	10	19143	PA	68	54.5 %
8,949				872				-24.2 %	

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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.
Sep 09	1,314	11.6 %
Sep 10	707	-46.2 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Sep 09	8 %	266 %
Sep 10	5 %	-66 %

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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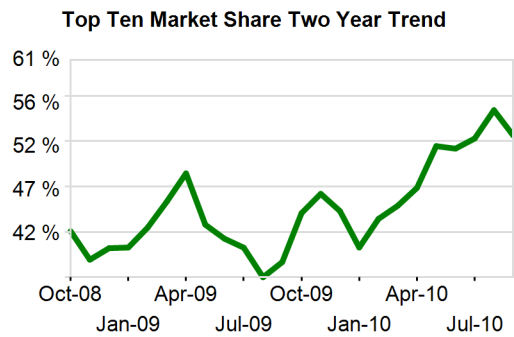
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Competitive Landscape -YTD

Endorsement and Lender Trends



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	11,535
2	0	BANK OF AMERICA NA CHAR	4,991
3	3	METLIFE BANK	2,313
4	0	ONE REVERSE MORTGAGE LL	2,237
5	3	URBAN FINANCIAL GROUP	999
6	1	GENERATION MORTGAGE COM	951
7	3	1ST AAA REVERSE MORTGAG	836
8	-5	FINANCIAL FREEDOM ACQUI	829
9	3	GUARDIAN FIRST FUNDING	805
10	10	NET EQUITY FINANCIAL IN	572
Total:			26,068

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	119	2.1	1	33165	FL	43	1.0
2	CHICAGO	IL	102	2.8	2	20011	DC	33	1.3
3	LOS ANGELES	CA	98	1.7	3	60628	IL	32	1.3
4	PHILADELPHIA	PA	72	3.0	4	60620	IL	31	1.3
5	BROOKLYN	NY	71	2.0	5	11203	NY	28	1.1
6	BALTIMORE	MD	69	4.1	6	20019	DC	27	1.1
6	SAN DIEGO	CA	69	1.8	7	11434	NY	25	1.0
8	WASHINGTON	DC	59	2.3	8	32162	FL	24	1.5
9	JACKSONVILLE	FL	53	1.4	8	23434	VA	24	1.2
10	SAN JOSE	CA	52	2.1	8	92677	CA	24	1.0

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	UT	4.0 %	3	Hialeah	FL	12.7 %
4	CA	4.0 %	4	Portsmouth	VA	9.0 %
5	NV	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	8.5 %
9	CT	3.2 %	9	Moreno Valley	CA	8.3 %
10	HI	3.1 %	10	Norfolk	VA	8.1 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	TORRANCE	CA	\$551	\$78	1	60621	IL	\$233	\$22
2	SANTA BARBARA	CA	\$607	\$36	2	60636	IL	\$203	\$12
3	HUNTINGTON BEACH	CA	\$551	\$33	3	21229	MD	\$157	\$5
4	BOYNTON BEACH	FL	\$262	\$33	4	21207	MD	\$207	\$3
5	SAN JOSE	CA	\$532	\$32	5	19143	PA	\$118	\$3
6	STATEN ISLAND	NY	\$466	\$32	6	21217	MD	\$178	\$2
7	PASADENA	CA	\$532	\$31	7	21216	MD	\$145	\$1
8	SAN FRANCISCO	CA	\$583	\$29	8	20002	DC	\$401	(\$1)
9	SANTA ANA	CA	\$450	\$27	9	21215	MD	\$165	(\$4)
10	MISSION VIEJO	CA	\$483	\$25	10	21218	MD	\$171	(\$6)

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	NEW ORLEANS	LA	\$33,588	\$8,028	1	19143	PA	\$8,009	\$2,945
2	SANTA BARBARA	CA	\$32,758	\$4,782	2	21216	MD	\$13,046	\$2,087
3	TULSA	OK	\$13,035	\$952	3	21218	MD	\$14,735	\$1,428
4	LUBBOCK	TX	\$11,097	\$483	4	21217	MD	\$8,555	\$252
5	CLEVELAND	OH	\$3,729	(\$125)	5	20019	DC	\$11,476	\$153
6	ROANOKE	VA	\$7,732	(\$739)	6	21213	MD	\$7,573	(\$412)
7	GAINESVILLE	FL	\$8,696	(\$1,204)	7	60621	IL	\$11,640	(\$1,444)
8	BRICK	NJ	\$12,729	(\$1,944)	8	21229	MD	\$13,816	(\$2,903)
9	CORPUS CHRISTI	TX	\$9,529	(\$2,359)	9	21207	MD	\$10,342	(\$3,912)
10	LITTLE ROCK	AR	\$7,222	(\$2,669)	10	60636	IL	\$12,193	(\$4,250)

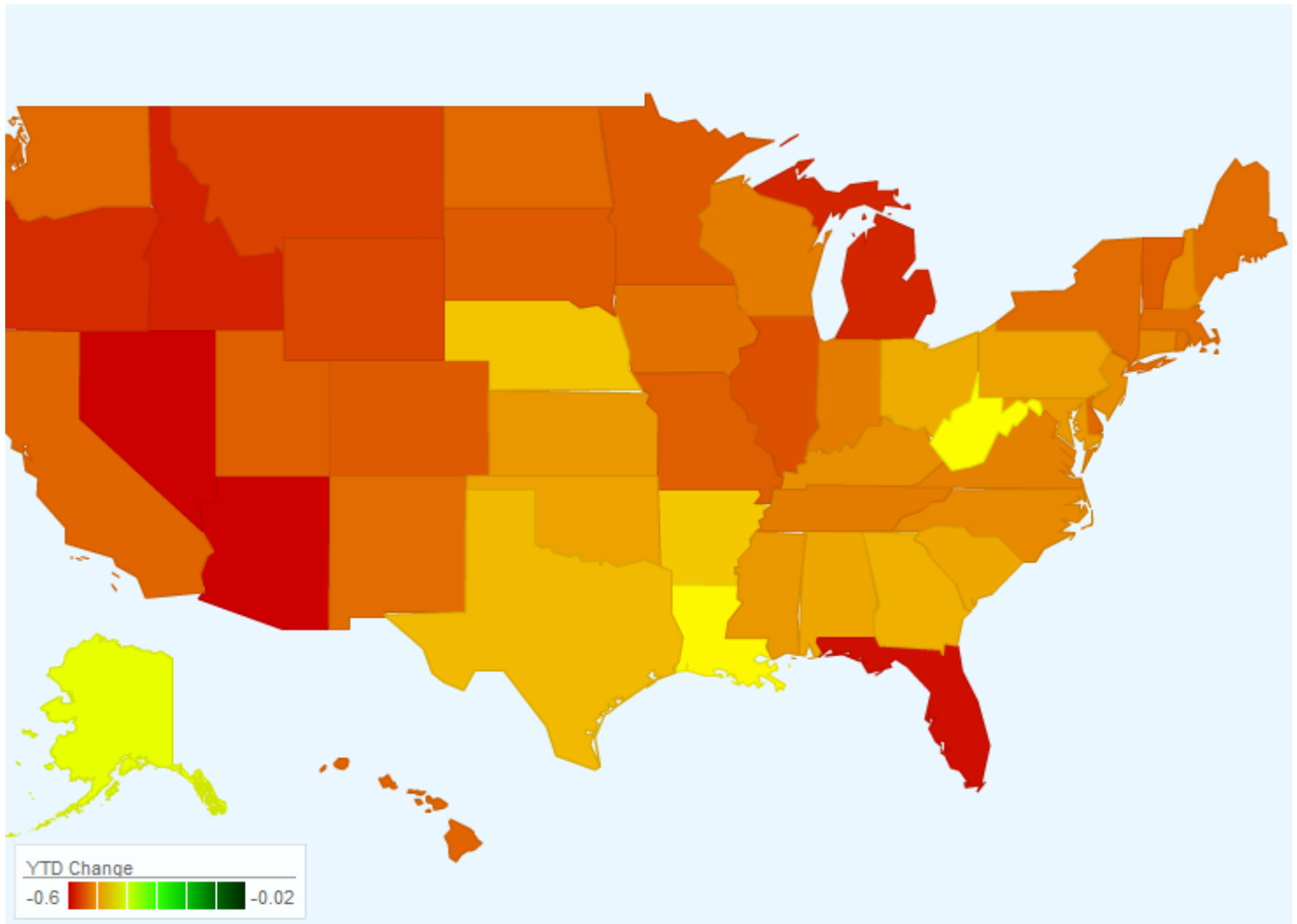
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Ginnie Mae Fannie Mae

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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