

Industry Data and Trends

Data as of December 2010

Next Release Date: Week 3 of February



REVERSE MARKET
INSIGHT

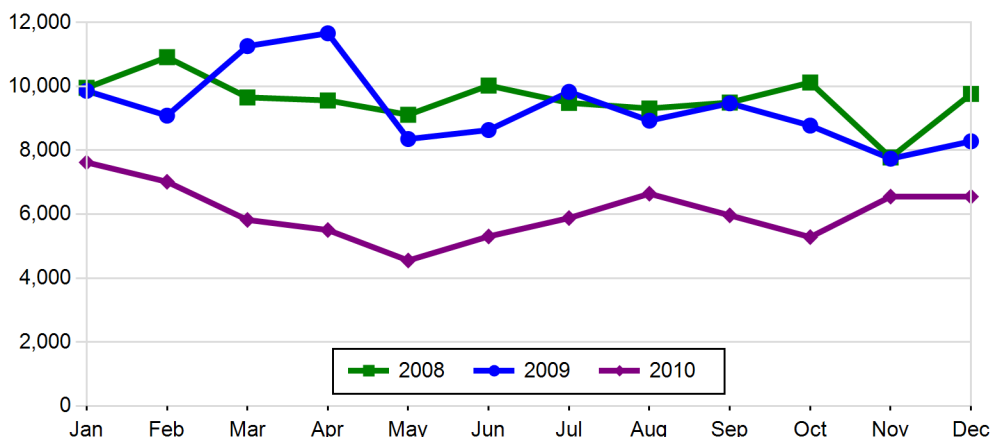
Endorsement Growth Rate

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

YTD	Units	% Chg.
Dec 09	111,864	-2.9 %
Dec 10	72,683	-35.0 %

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	9,819	-39.4 %	1	BALTIMORE	MD	1,064	-16.4 %		
2	Texas	6,363	-15.1 %	2	CHICAGO	IL	936	-44.3 %		
3	Florida	6,099	-53.7 %	3	PHILADELPHIA	PA	828	7.5 %		
4	New York	4,085	-36.8 %	4	MIAMI	FL	724	-60.8 %		
5	Maryland	2,963	-30.1 %	5	HOUSTON	TX	652	-14.0 %		
6	Virginia	2,838	-31.3 %	6	WASHINGTON	DC	590	-22.5 %		
7	New Jersey	2,835	-29.8 %	7	BROOKLYN	NY	511	-41.8 %		
8	Pennsylvania	2,800	-21.7 %	8	LOS ANGELES	CA	498	-48.8 %		
9	Illinois	2,292	-43.2 %	9	SAN ANTONIO	TX	431	-13.1 %		
10	Washington	1,942	-42.5 %	10	SAN DIEGO	CA	360	-35.3 %		
42,036				-37.0 %				6,594		
Rank		County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	2,714	-38.1 %	1	21215	MD	164	-16.3 %	
2	COOK	IL	1,450	-44.4 %	2	20011	DC	130	-20.2 %	
3	MIAMI-DADE	FL	1,155	-63.1 %	3	32162	FL	105	-40.3 %	
4	ORANGE	CA	1,086	-40.4 %	4	00926	PR	103	-24.8 %	
5	HARRIS	TX	966	-4.6 %	5	21216	MD	101	5.2 %	
6	SAN DIEGO	CA	952	-28.1 %	6	21218	MD	100	9.9 %	
7	BALTIMORE CITY	MD	918	-10.9 %	7	21229	MD	97	-29.7 %	
8	PHILADELPHIA	PA	828	7.5 %	8	60628	IL	92	-52.6 %	
9	MARICOPA	AZ	742	-57.3 %	8	20002	DC	92	-21.4 %	
10	SUFFOLK	NY	710	-35.6 %	10	60620	IL	91	-47.7 %	
11,521				-39.1 %				1,075		

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2008	2,948	76.3 %
2009	3,134	6.3 %

Month	Active Lenders	% Chg.
Dec 09	1,089	-11.2 %
Dec 10	575	-47.2 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Dec 09	6 %	-25 %
Dec 10	4 %	-48 %

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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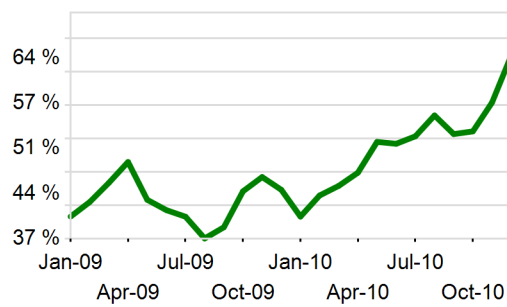
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Competitive Landscape -YTD

Endorsement and Lender Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	16,213
2	0	BANK OF AMERICA NA CHAR	7,023
3	1	METLIFE BANK	3,832
4	1	ONE REVERSE MORTGAGE LL	3,242
5	2	GENERATION MORTGAGE COM	1,311
6	3	URBAN FINANCIAL GROUP	1,174
7	1	1ST AAA REVERSE MORTGAG	1,172
8	-5	FINANCIAL FREEDOM ACQUI	1,033
9	3	GUARDIAN FIRST FUNDING	960
10	10	NET EQUITY FINANCIAL IN	718
Total:			36,678

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	123	2.1	1	33165	FL	44	1.0
2	CHICAGO	IL	113	2.6	2	20011	DC	38	1.4
3	LOS ANGELES	CA	107	1.8	3	60628	IL	36	1.2
4	BROOKLYN	NY	80	2.0	4	60620	IL	35	1.2
4	SAN DIEGO	CA	80	1.9	5	21215	MD	34	1.9
6	PHILADELPHIA	PA	79	3.1	6	11203	NY	33	1.1
7	BALTIMORE	MD	75	3.8	7	20002	DC	32	1.4
8	WASHINGTON	DC	64	2.4	8	60617	IL	29	1.4
9	SAN JOSE	CA	58	2.3	9	20019	DC	28	1.1
10	PORTLAND	OR	57	1.6	10	32162	FL	27	1.6

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Opa Locka	FL	17.7 %
2	MD	4.2 %	2	Compton	CA	14.2 %
3	UT	4.2 %	3	Hialeah	FL	12.8 %
4	CA	4.1 %	4	Portsmouth	VA	9.3 %
5	NV	4.0 %	5	Apple Valley	CA	8.8 %
6	OR	3.7 %	6	Hesperia	CA	8.7 %
7	CO	3.5 %	7	Sun City	CA	8.7 %
8	FL	3.5 %	8	Miami	FL	8.6 %
9	CT	3.2 %	9	Moreno Valley	CA	8.3 %
10	HI	3.1 %	10	Norfolk	VA	8.3 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	TORRANCE	CA	\$554	\$59	1	21229	MD	\$156	\$6
2	BOYNTON BEACH	FL	\$274	\$50	2	20002	DC	\$405	\$5
3	SANTA BARBARA	CA	\$608	\$35	3	19143	PA	\$117	\$3
4	BURBANK	CA	\$525	\$32	4	60636	IL	\$191	\$1
5	HUNTINGTON BEACH	CA	\$554	\$30	5	21216	MD	\$140	\$0
6	SAN DIEGO	CA	\$471	\$28	6	21218	MD	\$165	(\$10)
7	PASADENA	CA	\$533	\$25	7	21215	MD	\$158	(\$10)
8	STATEN ISLAND	NY	\$461	\$25	8	32162	FL	\$233	(\$11)
9	SAN FRANCISCO	CA	\$578	\$20	9	60617	IL	\$158	(\$15)
10	SAN JOSE	CA	\$527	\$19	10	21213	MD	\$133	(\$16)

Geography Rank by Total MCA Growth

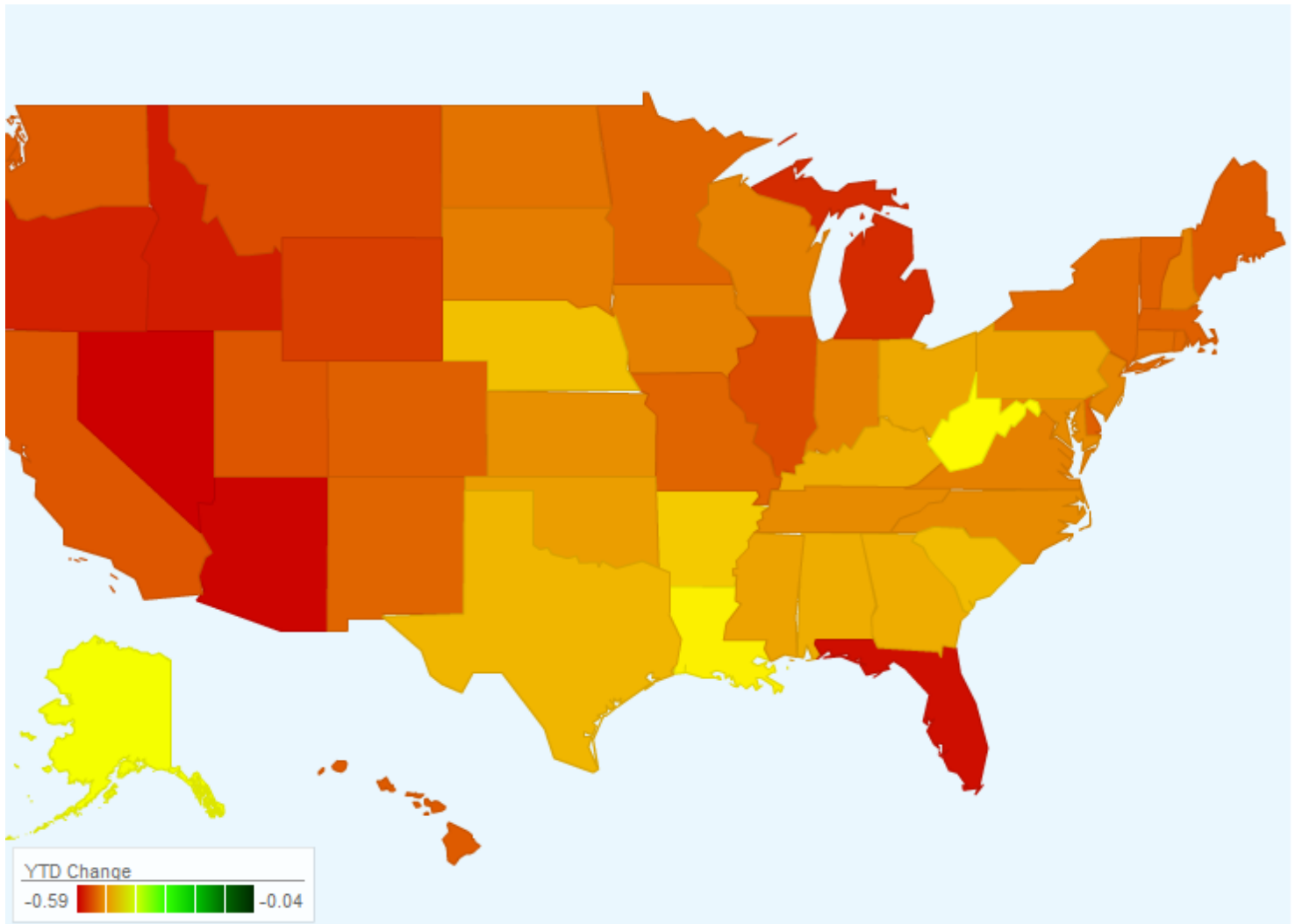
Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	NEW ORLEANS	LA	\$41,999	\$6,204	1	19143	PA	\$9,589	\$3,084
2	SANTA BARBARA	CA	\$40,728	\$4,041	2	21216	MD	\$14,126	\$664
3	LUBBOCK	TX	\$15,536	\$2,609	3	21218	MD	\$16,457	\$586
4	CLEVELAND	OH	\$6,174	\$737	4	21213	MD	\$8,801	(\$887)
5	GAINESVILLE	FL	\$10,768	(\$809)	5	20019	DC	\$13,712	(\$2,265)
6	GARLAND	TX	\$7,639	(\$860)	6	21229	MD	\$15,123	(\$5,589)
7	TULSA	OK	\$15,757	(\$953)	7	60636	IL	\$13,396	(\$5,680)
8	CORPUS CHRISTI	TX	\$13,394	(\$1,106)	8	21215	MD	\$25,857	(\$7,074)
9	LITTLE ROCK	AR	\$10,076	(\$2,678)	9	60617	IL	\$12,042	(\$7,414)
10	PHILADELPHIA	PA	\$124,439	(\$3,629)	10	95648	CA	\$22,856	(\$7,870)

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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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