Reverse Market Insight, Inc. | 31 Journey, Suite 110, Aliso Viejo, CA | (949) 281-6470

# Reverse Mortgage Retail Leaders

## Industry Overview

| Data as of May 2009 | | Next Release Date: Week 1 of July |
|---|---|---|

| Endorsement Growth Change | Competition Growth | Active Lender Change |
|---|---|---|
| -28.0 % | -21.3 % | -269 |

Figures above reflect change from prior month

## PERFORMANCE

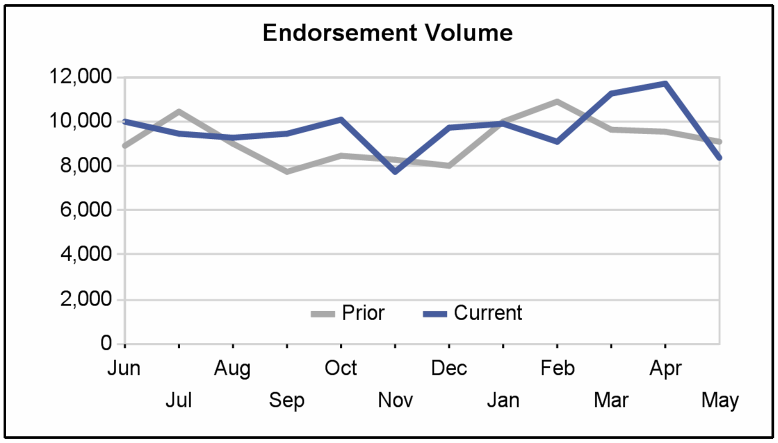
| Rank/Region | | 06/08 | 07/08 | 08/08 | 09/08 | 10/08 | 11/08 | 12/08 | 01/09 | 02/09 | 03/09 | 04/09 | 05/09 | Trend |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Southeast/Caribbean | 2,620 | 2,545 | 2,354 | 2,368 | 2,643 | 1,972 | 2,488 | 2,230 | 1,977 | 2,866 | 2,839 | 1,845 | q |
| 2 | Pacific/Hawaii | 1,842 | 1,767 | 1,867 | 1,809 | 1,593 | 1,119 | 1,655 | 1,759 | 1,661 | 2,111 | 1,937 | 1,530 | q |
| 3 | Mid-Atlantic | 1,264 | 1,062 | 1,193 | 1,201 | 1,197 | 1,055 | 1,152 | 1,255 | 1,196 | 1,131 | 1,361 | 1,119 | q |
| 4 | Midwest | 970 | 923 | 939 | 991 | 1,104 | 843 | 964 | 994 | 874 | 1,208 | 1,139 | 831 | q |
| 5 | Southwest | 772 | 896 | 769 | 787 | 1,269 | 793 | 989 | 925 | 814 | 1,116 | 1,269 | 802 | q |
| 6 | New York/New Jersey | 772 | 636 | 673 | 691 | 633 | 620 | 779 | 828 | 807 | 844 | 1,027 | 870 | q |
| 7 | Northwest/Alaska | 617 | 562 | 564 | 602 | 483 | 435 | 596 | 651 | 630 | 743 | 716 | 558 | q |
| 8 | New England | 566 | 494 | 503 | 517 | 469 | 423 | 506 | 589 | 579 | 521 | 565 | 334 | q |
| 9 | Rocky Mountain | 345 | 358 | 277 | 305 | 435 | 301 | 405 | 387 | 327 | 451 | 538 | 315 | q |
| 10 | Great Plains | 258 | 241 | 171 | 223 | 295 | 210 | 227 | 240 | 221 | 270 | 269 | 192 | q |
| **Total** | | 10,026 | 9,484 | 9,310 | 9,494 | 10,121 | 7,771 | 9,761 | 9,858 | 9,086 | 11,261 | 11,660 | 8,396 | q |

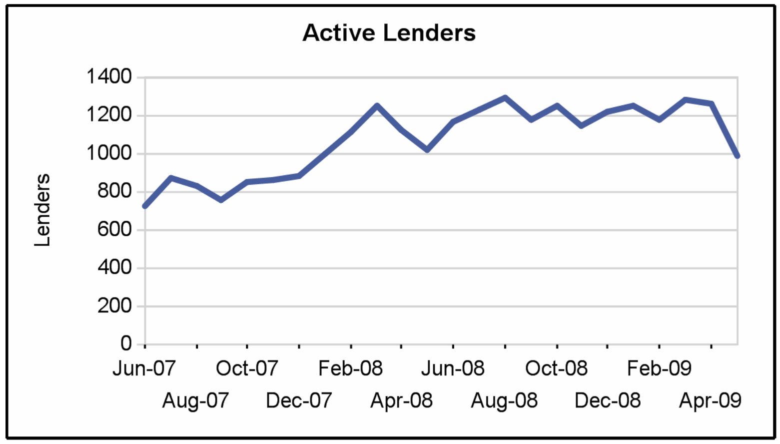
*Find out where the top five markets are in your area by state, county or even zip code to help improve sales performance, market share and maximize opportunities.*
***Call us for a free briefing at (949) 281-6470.***

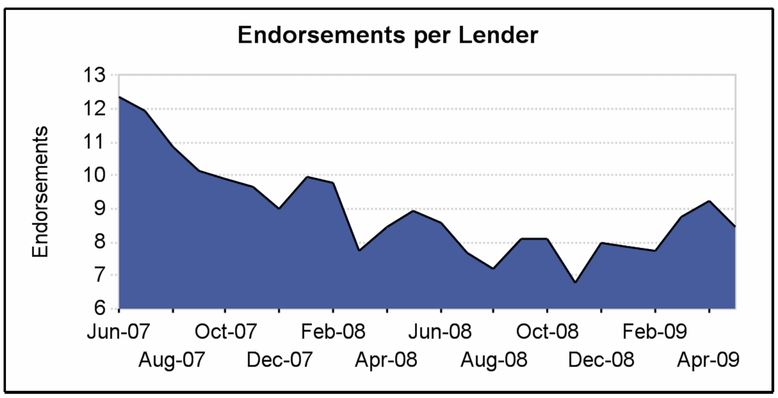
# Competition

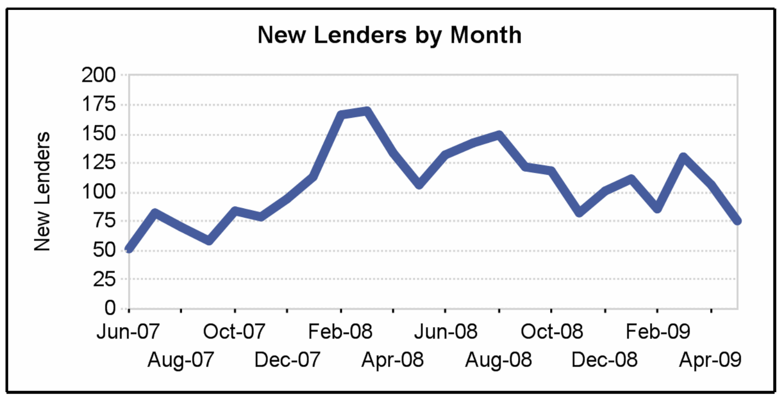
## Top 10 Lenders

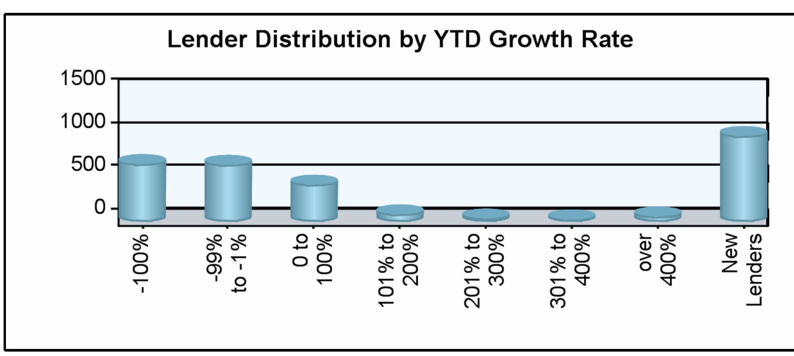
| Rank / Lender | | 6/2008 | 7/2008 | 8/2008 | 9/2008 | 10/2008 | 11/2008 | 12/2008 | 1/2009 | 2/2009 | 3/2009 | 4/2009 | 5/2009 | Total | Trend |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | WELLS FARGO BANK NA | 1,744 | 1,285 | 1,525 | 1,858 | 1,515 | 1,170 | 1,381 | 1,809 | 1,522 | 2,189 | 2,194 | 1,442 | 19,634 | q |
| 2 | BANK OF AMERICA NA CHARLOTTE | 629 | 747 | 679 | 1,032 | 1,255 | 762 | 785 | 626 | 984 | 1,121 | 1,321 | 726 | 10,667 | q |
| 3 | FINANCIAL FREEDOM SENIOR FUNDI | 483 | 587 | 583 | 442 | 293 | 275 | 442 | 593 | 458 | 376 | 335 | 316 | 5,183 | q |
| 4 | WORLD ALLIANCE FINANCIAL CORP | 288 | 300 | 258 | 286 | 405 | 252 | 527 | 203 | 72 | 239 | 674 | 266 | 3,770 | q |
| 5 | ONE REVERSE MORTGAGE LLC | 31 | 62 | 64 | 90 | 190 | 119 | 107 | 163 | 177 | 494 | 302 | 187 | 1,986 | q |
| 6 | METLIFE BANK | 105 | 77 | 84 | 66 | 85 | 125 | 166 | 166 | 219 | 200 | 254 | 199 | 1,746 | q |
| 7 | URBAN FINANCIAL GROUP | 126 | 147 | 82 | 105 | 170 | 111 | 172 | 100 | 140 | 131 | 156 | 111 | 1,551 | q |
| 8 | GENERATION MORTGAGE COMPANY | 90 | 70 | 105 | 73 | 61 | 64 | 108 | 169 | 149 | 193 | 215 | 140 | 1,437 | q |
| 9 | 1ST AAA REVERSE MORTGAGE INC | 88 | 132 | 95 | 85 | 190 | 77 | 67 | 71 | 66 | 84 | 127 | 91 | 1,173 | q |
| 10 | GENWORTH FINANCIAL HM EQUITY A | 101 | 44 | 88 | 58 | 64 | 91 | 101 | 41 | 5 | 90 | 112 | 42 | 837 | q |
| Top 10 Sub Total | | 3,685 | 3,451 | 3,563 | 4,095 | 4,228 | 3,046 | 3,856 | 3,941 | 3,792 | 5,117 | 5,690 | 3,520 | 47,984 | q |
| **Industry Total** | | **10,026** | **9,484** | **9,310** | **9,494** | **10,121** | **7,771** | **9,761** | **9,858** | **9,086** | **11,261** | **11,660** | **8,396** | **116,228** | q |



# Market Performance

| Market | YTD Volume 2009 | YTD Volume 2008 | Chg % | Active Lenders 2009 | Active Lenders 2008 | Chg % | Volume / Lender 2009 | Volume / Lender 2008 | Chg % |
|---|---|---|---|---|---|---|---|---|---|
| **Great Plains** | | | | | | | | | |
| ST. LOUIS | 440 | 412 | 6.8 % | 75 | 61 | 23.0 % | 2.8 | 3.2 | -12.9 % |
| KANSAS CITY | 363 | 441 | -17.7 % | 64 | 62 | 3.2 % | 2.9 | 3.7 | -22.1 % |
| DES MOINES | 188 | 145 | 29.7 % | 21 | 19 | 10.5 % | 4.8 | 4.3 | 13.5 % |
| OMAHA | 114 | 123 | -7.3 % | 18 | 17 | 5.9 % | 3.2 | 3.6 | -10.4 % |
| TOPEKA | 87 | 115 | -24.3 % | 24 | 21 | 14.3 % | 1.7 | 2.8 | -41.8 % |
| **Region Total** | **1,192** | **1,236** | **-3.6 %** | **136** | **116** | **17.2 %** | **4.2** | **5.0** | **-15.6 %** |
| **Mid-Atlantic** | | | | | | | | | |
| RICHMOND | 1,708 | 1,329 | 28.5 % | 144 | 109 | 32.1 % | 4.9 | 4.6 | 6.3 % |
| BALTIMORE | 1,436 | 1,537 | -6.6 % | 148 | 123 | 20.3 % | 4.0 | 4.8 | -17.2 % |
| PHILADELPHIA | 1,388 | 1,490 | -6.8 % | 143 | 100 | 43.0 % | 4.1 | 5.5 | -25.0 % |
| WASH. D.C. | 833 | 951 | -12.4 % | 120 | 109 | 10.1 % | 3.1 | 3.8 | -20.1 % |
| WILMINGTON | 346 | 228 | 51.8 % | 50 | 33 | 51.5 % | 3.2 | 3.2 | 0.8 % |
| PITTSBURGH | 263 | 294 | -10.5 % | 53 | 43 | 23.3 % | 2.1 | 2.7 | -25.2 % |
| CHARLESTON | 88 | 134 | -34.3 % | 21 | 23 | -8.7 % | 2.1 | 2.9 | -26.6 % |
| **Region Total** | **6,062** | **5,963** | **1.7 %** | **344** | **260** | **32.3 %** | **6.8** | **8.2** | **-17.1 %** |
| **Midwest** | | | | | | | | | |
| CHICAGO | 1,689 | 1,186 | 42.4 % | 169 | 115 | 47.0 % | 3.7 | 3.9 | -4.2 % |
| DETROIT | 535 | 814 | -34.3 % | 86 | 84 | 2.4 % | 2.7 | 4.2 | -36.4 % |
| MINN. ST. PAUL | 533 | 497 | 7.2 % | 49 | 49 | 0.0 % | 4.3 | 4.3 | 1.0 % |
| MILWAUKEE | 522 | 480 | 8.7 % | 42 | 43 | -2.3 % | 4.8 | 4.4 | 8.9 % |
| INDIANAPOLIS | 514 | 440 | 16.8 % | 61 | 66 | -7.6 % | 3.4 | 3.0 | 13.3 % |
| CLEVELAND | 347 | 496 | -30.0 % | 62 | 57 | 8.8 % | 2.4 | 3.1 | -21.0 % |
| GRAND RAPIDS | 337 | 399 | -15.5 % | 62 | 69 | -10.1 % | 2.4 | 2.4 | 0.3 % |
| SPRINGFIELD | 180 | 163 | 10.4 % | 39 | 43 | -9.3 % | 1.9 | 1.9 | 3.1 % |
| CINCINNATI | 144 | 148 | -2.7 % | 34 | 35 | -2.9 % | 2.0 | 2.0 | 0.2 % |
| COLUMBUS | 136 | 165 | -17.6 % | 42 | 36 | 16.7 % | 1.9 | 2.5 | -24.4 % |
| FLINT | 109 | 179 | -39.1 % | 31 | 40 | -22.5 % | 1.7 | 2.2 | -22.9 % |
| **Region Total** | **5,046** | **4,967** | **1.6 %** | **390** | **348** | **12.1 %** | **5.2** | **5.7** | **-8.4 %** |
| **New England** | | | | | | | | | |
| BOSTON | 1,115 | 1,201 | -7.2 % | 116 | 141 | -17.7 % | 3.8 | 3.3 | 13.8 % |
| HARTFORD | 727 | 774 | -6.1 % | 108 | 83 | 30.1 % | 3.1 | 3.8 | -18.5 % |
| BANGOR | 250 | 200 | 25.0 % | 27 | 29 | -6.9 % | 3.9 | 2.8 | 41.1 % |
| MANCHESTER | 237 | 214 | 10.7 % | 46 | 41 | 12.2 % | 2.4 | 2.3 | 0.5 % |
| PROVIDENCE | 168 | 212 | -20.8 % | 37 | 41 | -9.8 % | 2.2 | 2.2 | 0.9 % |
| BURLINGTON | 91 | 56 | 62.5 % | 15 | 11 | 36.4 % | 3.1 | 2.3 | 34.5 % |
| **Region Total** | **2,588** | **2,657** | **-2.6 %** | **235** | **218** | **7.8 %** | **4.6** | **4.4** | **3.4 %** |
| **New York/New Jersey** | | | | | | | | | |
| NEW YORK | 1,943 | 1,182 | 64.4 % | 131 | 96 | 36.5 % | 5.8 | 5.0 | 15.3 % |
| NEWARK | 987 | 874 | 12.9 % | 122 | 108 | 13.0 % | 3.7 | 3.6 | 4.9 % |
| CAMDEN | 764 | 783 | -2.4 % | 113 | 100 | 13.0 % | 2.9 | 3.5 | -15.3 % |
| ALBANY | 460 | 435 | 5.7 % | 58 | 40 | 45.0 % | 3.9 | 4.2 | -8.6 % |
| BUFFALO | 222 | 264 | -15.9 % | 27 | 21 | 28.6 % | 4.4 | 5.5 | -20.4 % |
| **Region Total** | **4,376** | **3,538** | **23.7 %** | **259** | **211** | **22.7 %** | **6.4** | **6.7** | **-4.6 %** |
| **Northwest/Alaska** | | | | | | | | | |
| PORTLAND | 1,439 | 1,092 | 31.8 % | 145 | 113 | 28.3 % | 3.8 | 3.8 | -2.2 % |
| SEATTLE | 1,208 | 1,184 | 2.0 % | 110 | 129 | -14.7 % | 4.2 | 3.8 | 11.1 % |
| BOISE | 442 | 321 | 37.7 % | 62 | 45 | 37.8 % | 3.2 | 3.1 | 4.4 % |
| SPOKANE | 173 | 183 | -5.5 % | 45 | 38 | 18.4 % | 2.2 | 2.4 | -7.0 % |
| ANCHORAGE | 36 | 24 | 50.0 % | 10 | 7 | 42.9 % | 1.7 | 2.1 | -19.1 % |
| **Region Total** | **3,298** | **2,804** | **17.6 %** | **233** | **201** | **15.9 %** | **5.2** | **5.3** | **-1.6 %** |
| **Pacific/Hawaii** | | | | | | | | | |
| LOS ANGELES | 2,059 | 1,705 | 20.8 % | 220 | 225 | -2.2 % | 4.4 | 3.5 | 26.4 % |

| Market | YTD Volume 2009 | YTD Volume 2008 | Chg % | Active Lenders 2009 | Active Lenders 2008 | Chg % | Volume / Lender 2009 | Volume / Lender 2008 | Chg % |
|---|---|---|---|---|---|---|---|---|---|
| PHOENIX | 1,428 | 1,652 | -13.6 % | 125 | 132 | -5.3 % | 4.8 | 5.3 | -9.0 % |
| SAN FRANCISCO | 1,416 | 859 | 64.8 % | 134 | 140 | -4.3 % | 4.7 | 2.7 | 72.7 % |
| SANTA ANA | 1,335 | 1,766 | -24.4 % | 189 | 243 | -22.2 % | 3.5 | 3.3 | 6.3 % |
| SACRAMENTO | 864 | 1,144 | -24.5 % | 116 | 143 | -18.9 % | 3.7 | 3.4 | 8.6 % |
| SAN DIEGO | 545 | 546 | -0.2 % | 106 | 119 | -10.9 % | 2.6 | 2.4 | 8.0 % |
| FRESNO | 371 | 815 | -54.5 % | 76 | 122 | -37.7 % | 2.7 | 3.2 | -16.3 % |
| LAS VEGAS | 305 | 661 | -53.9 % | 40 | 72 | -44.4 % | 3.0 | 4.1 | -27.8 % |
| TUCSON | 275 | 327 | -15.9 % | 61 | 57 | 7.0 % | 2.3 | 2.7 | -13.7 % |
| HONOLULU | 239 | 336 | -28.9 % | 34 | 28 | 21.4 % | 2.9 | 3.6 | -18.3 % |
| RENO | 161 | 177 | -9.0 % | 29 | 30 | -3.3 % | 2.6 | 2.8 | -8.8 % |
| **Region Total** | **8,998** | **9,988** | **-9.9 %** | **534** | **548** | **-2.6 %** | **6.9** | **6.8** | **1.7 %** |
| **Rocky Mountain** | | | | | | | | | |
| DENVER | 907 | 738 | 22.9 % | 91 | 75 | 21.3 % | 4.1 | 4.3 | -3.2 % |
| SALT LAKE CITY | 704 | 721 | -2.4 % | 84 | 64 | 31.3 % | 3.7 | 4.1 | -9.3 % |
| HELENA | 241 | 107 | 125.2 % | 21 | 14 | 50.0 % | 4.1 | 3.2 | 30.2 % |
| CASPER | 82 | 58 | 41.4 % | 12 | 14 | -14.3 % | 3.1 | 2.6 | 16.4 % |
| SIOUX FALLS | 54 | 48 | 12.5 % | 6 | 10 | -40.0 % | 4.5 | 2.3 | 92.4 % |
| FARGO | 30 | 32 | -6.3 % | 5 | 4 | 25.0 % | 2.7 | 3.4 | -21.6 % |
| **Region Total** | **2,018** | **1,704** | **18.4 %** | **169** | **134** | **26.1 %** | **5.0** | **4.9** | **0.6 %** |
| **Southeast/Caribbean** | | | | | | | | | |
| MIAMI | 2,879 | 4,091 | -29.6 % | 314 | 307 | 2.3 % | 3.7 | 4.9 | -24.9 % |
| TAMPA | 1,419 | 1,775 | -20.1 % | 213 | 195 | 9.2 % | 3.1 | 3.6 | -13.5 % |
| ORLANDO | 1,125 | 1,644 | -31.6 % | 181 | 200 | -9.5 % | 2.8 | 3.6 | -20.6 % |
| ATLANTA | 1,098 | 813 | 35.1 % | 133 | 84 | 58.3 % | 3.8 | 4.0 | -6.1 % |
| JACKSONVILLE | 1,045 | 1,146 | -8.8 % | 152 | 151 | 0.7 % | 3.0 | 3.1 | -1.2 % |
| GREENSBORO | 975 | 654 | 49.1 % | 32 | 22 | 45.5 % | 9.3 | 7.8 | 19.8 % |
| CARIBBEAN | 790 | 335 | 135.8 % | 9 | 6 | 50.0 % | 27.0 | 18.2 | 48.5 % |
| COLUMBIA | 662 | 453 | 46.1 % | 74 | 38 | 94.7 % | 3.8 | 4.2 | -11.6 % |
| BIRMINGHAM | 572 | 352 | 62.5 % | 70 | 48 | 45.8 % | 3.4 | 3.0 | 13.9 % |
| KNOXVILLE | 360 | 238 | 51.3 % | 66 | 42 | 57.1 % | 2.4 | 2.7 | -11.8 % |
| LOUISVILLE | 250 | 215 | 16.3 % | 52 | 39 | 33.3 % | 2.7 | 2.5 | 6.7 % |
| NASHVILLE | 207 | 122 | 69.7 % | 46 | 40 | 15.0 % | 2.1 | 1.7 | 21.2 % |
| JACKSON | 206 | 150 | 37.3 % | 34 | 24 | 41.7 % | 2.7 | 2.7 | 1.0 % |
| MEMPHIS | 169 | 161 | 5.0 % | 37 | 28 | 32.1 % | 2.1 | 2.4 | -14.0 % |
| **Region Total** | **11,757** | **12,149** | **-3.2 %** | **717** | **572** | **25.3 %** | **6.5** | **7.6** | **-13.9 %** |
| **Southwest** | | | | | | | | | |
| SAN ANTONIO | 882 | 603 | 46.3 % | 79 | 59 | 33.9 % | 4.6 | 4.2 | 10.5 % |
| DALLAS | 771 | 619 | 24.6 % | 79 | 62 | 27.4 % | 4.0 | 3.8 | 5.7 % |
| HOUSTON | 700 | 817 | -14.3 % | 60 | 66 | -9.1 % | 4.7 | 4.7 | -1.5 % |
| FT. WORTH | 626 | 572 | 9.4 % | 67 | 68 | -1.5 % | 3.9 | 3.8 | 3.2 % |
| ALBUQUERQUE | 419 | 267 | 56.9 % | 67 | 50 | 34.0 % | 2.8 | 2.7 | 6.5 % |
| NEW ORLEANS | 379 | 263 | 44.1 % | 52 | 32 | 62.5 % | 3.0 | 3.1 | -1.0 % |
| LUBBOCK | 365 | 318 | 14.8 % | 41 | 37 | 10.8 % | 3.6 | 3.5 | 2.5 % |
| LITTLE ROCK | 345 | 326 | 5.8 % | 42 | 30 | 40.0 % | 3.3 | 3.8 | -12.1 % |
| OKLAHOMA CITY | 194 | 206 | -5.8 % | 30 | 31 | -3.2 % | 2.4 | 2.8 | -14.5 % |
| TULSA | 175 | 142 | 23.2 % | 30 | 23 | 30.4 % | 2.4 | 2.9 | -15.0 % |
| SHREVEPORT | 70 | 70 | 0.0 % | 17 | 16 | 6.3 % | 2.2 | 1.8 | 22.0 % |
| **Region Total** | **4,926** | **4,203** | **17.2 %** | **253** | **211** | **19.9 %** | **7.7** | **7.6** | **1.2 %** |
| **Grand Total** | **50,261** | **49,209** | **2.1 %** | **2,335** | **2,007** | **16.3 %** | **8.4** | **9.0** | **-6.2 %** |

# Top 100 Lenders - Year to Date

| Rank | Lender | Vol 2009 | Vol 2008 | Chg % | Mkt Share 2009 | Mkt Share 2008 | Chg % | Top State |
|---|---|---|---|---|---|---|---|---|
| 1 | WELLS FARGO BANK NA | 9156 | 8291 | 10 % | 18.2 % | 16.8 % | 8 % | CA |
| 2 | BANK OF AMERICA NA CHARL | 4778 | 2790 | 71 % | 9.5 % | 5.7 % | 68 % | CA |
| 3 | FINANCIAL FREEDOM SENIOR | 2078 | 2712 | -23 % | 4.1 % | 5.5 % | -25 % | CA |
| 4 | WORLD ALLIANCE FINANCIAL | 1454 | 1497 | -3 % | 2.9 % | 3.0 % | -5 % | NY |
| 5 | ONE REVERSE MORTGAGE LLC | 1323 | 41 | 3,127 % | 2.6 % | 0.1 % | 3,059 % | TX |
| 6 | METLIFE BANK | 1038 | 621 | 67 % | 2.1 % | 1.3 % | 64 % | NY |
| 7 | GENERATION MORTGAGE COMP | 866 | 528 | 64 % | 1.7 % | 1.1 % | 61 % | CA |
| 8 | URBAN FINANCIAL GROUP | 638 | 567 | 13 % | 1.3 % | 1.2 % | 10 % | TX |
| 9 | MONEY HOUSE INC | 468 | 84 | 457 % | 0.9 % | 0.2 % | 445 % | ZZ |
| 10 | 1ST AAA REVERSE MORTGAGE | 439 | 293 | 50 % | 0.9 % | 0.6 % | 47 % | TX |
| 11 | FIRST MARINER BANK | 422 | 741 | -43 % | 0.8 % | 1.5 % | -44 % | MD |
| 12 | M AND T BANK | 341 | 413 | -17 % | 0.7 % | 0.8 % | -19 % | NY |
| 13 | OMNI HOME FINANCING INC | 325 | 748 | -57 % | 0.6 % | 1.5 % | -57 % | CA |
| 14 | GENWORTH FINANCIAL HM EQ | 290 | 811 | -64 % | 0.6 % | 1.6 % | -65 % | CA |
| 15 | PNC MORTGAGE LLC | 286 | 0 | | 0.6 % | 0.0 % | | PA |
| 16 | GUARDIAN FIRST FUNDING G | 283 | 175 | 62 % | 0.6 % | 0.4 % | 58 % | FL |
| 17 | AMERICAN ADVISORS GROUP | 276 | 151 | 83 % | 0.5 % | 0.3 % | 79 % | FL |
| 18 | EVOFI ONE | 275 | 78 | 253 % | 0.5 % | 0.2 % | 245 % | TX |
| 19 | STAY IN HOME MORTGAGE IN | 269 | 334 | -19 % | 0.5 % | 0.7 % | -21 % | WA |
| 20 | SECURITY ONE LENDING | 262 | 210 | 25 % | 0.5 % | 0.4 % | 22 % | CA |
| 21 | SENIORS REVERSE MORTGAGE | 256 | 49 | 422 % | 0.5 % | 0.1 % | 412 % | OR |
| 22 | M AND I MARSHALL AND ILS | 230 | 192 | 20 % | 0.5 % | 0.4 % | 17 % | WI |
| 23 | EQUIPOINT FINANCIAL NETW | 223 | 321 | -31 % | 0.4 % | 0.7 % | -32 % | TN |
| 24 | UPSTATE CAPITAL INC | 218 | 239 | -9 % | 0.4 % | 0.5 % | -11 % | FL |
| 25 | HARVARD HOME MORTGAGE IN | 191 | 155 | 23 % | 0.4 % | 0.3 % | 21 % | NC |
| 26 | ACADEMY MORTGAGE LLC | 181 | 523 | -65 % | 0.4 % | 1.1 % | -66 % | MD |
| 27 | MORTGAGESHOP LLC | 180 | 65 | 177 % | 0.4 % | 0.1 % | 171 % | VA |
| 28 | NET EQUITY FINANCIAL INC | 178 | 53 | 236 % | 0.4 % | 0.1 % | 229 % | MD |
| 29 | VALUE FINANCIAL MORTGAGE | 171 | 152 | 13 % | 0.3 % | 0.3 % | 10 % | FL |
| 30 | ALLIED HOME MORTGAGE CAP | 170 | 276 | -38 % | 0.3 % | 0.6 % | -40 % | GA |
| 31 | CITIZENS MORTGAGE CORPOR | 169 | 308 | -45 % | 0.3 % | 0.6 % | -46 % | TX |
| 32 | CITYONE MORTGAGE BANKERS | 161 | 92 | 75 % | 0.3 % | 0.2 % | 71 % | FL |
| 33 | FIRST REVERSE FINANCIAL | 157 | 175 | -10 % | 0.3 % | 0.4 % | -12 % | IL |
| 34 | TWIN CAPITAL MORTGAGE | 155 | 47 | 230 % | 0.3 % | 0.1 % | 223 % | CA |
| 35 | 1ST CONTINENTAL MORTGAGE | 151 | 123 | 23 % | 0.3 % | 0.2 % | 20 % | FL |
| 36 | SUN AMERICAN MORTGAGE CO | 151 | 133 | 14 % | 0.3 % | 0.3 % | 11 % | AZ |
| 37 | JAMES B NUTTER AND COMPA | 149 | 238 | -37 % | 0.3 % | 0.5 % | -39 % | KS |
| 38 | LIBERTYSTREET FINANCIAL | 146 | 45 | 224 % | 0.3 % | 0.1 % | 218 % | CA |
| 39 | GRIFFIN FINANCIAL MORTGA | 145 | 234 | -38 % | 0.3 % | 0.5 % | -39 % | TX |
| 40 | SENIOR AMERICAN FUNDING | 143 | 290 | -51 % | 0.3 % | 0.6 % | -52 % | CA |
| 41 | METAMERICA MORTGAGE BANK | 142 | 49 | 190 % | 0.3 % | 0.1 % | 184 % | VA |
| 42 | SAVINGS FIRST MORTGAGE L | 137 | 96 | 43 % | 0.3 % | 0.2 % | 40 % | MD |
| 43 | PACIFIC REVERSE MORTGAGE | 136 | 367 | -63 % | 0.3 % | 0.7 % | -64 % | FL |
| 44 | PRIORITY MORTGAGE CORPOR | 126 | 37 | 241 % | 0.3 % | 0.1 % | 233 % | FL |
| 45 | NATIONAL CITY BANK | 123 | 64 | 92 % | 0.2 % | 0.1 % | 88 % | MI |
| 46 | AMERICAN REVERSE MORTGAG | 116 | 375 | -69 % | 0.2 % | 0.8 % | -70 % | FL |
| 47 | LIVE WELL FINANCIAL INC | 116 | 255 | -55 % | 0.2 % | 0.5 % | -55 % | VA |
| 48 | INTEGRITY 1ST MORTGAGE I | 114 | 0 | | 0.2 % | 0.0 % | | IL |
| 49 | UNIVERSAL LENDING CORPOR | 114 | 74 | 54 % | 0.2 % | 0.2 % | 51 % | CO |
| 50 | FUTURESAFE FINANCIAL COR | 112 | 149 | -25 % | 0.2 % | 0.3 % | -26 % | CA |
| 51 | AMERICAN HOME LOAN INC | 111 | 126 | -12 % | 0.2 % | 0.3 % | -14 % | MD |
| 52 | IDEAL MORTGAGE BANKERS | 110 | 49 | 124 % | 0.2 % | 0.1 % | 120 % | NY |
| 53 | VAN DYK MORTGAGE CORPORA | 110 | 154 | -29 % | 0.2 % | 0.3 % | -30 % | FL |
| 54 | CHERRY CREEK MORTGAGE CO | 108 | 82 | 32 % | 0.2 % | 0.2 % | 29 % | CO |
| 55 | GATEWAY FUNDING DIVERSIF | 106 | 52 | 104 % | 0.2 % | 0.1 % | 100 % | PA |
| 56 | REVERSE MORTGAGES OF CA | 104 | 170 | -39 % | 0.2 % | 0.3 % | -40 % | CA |
| 57 | GATEWAY REVERSE MORTGAGE | 102 | 0 | | 0.2 % | 0.0 % | | MO |
| 58 | DIRECT FINANCE CORP | 102 | 34 | 200 % | 0.2 % | 0.1 % | 194 % | MA |
| 59 | UNITY MORTGAGE CORP | 101 | 90 | 12 % | 0.2 % | 0.2 % | 10 % | GA |
| 60 | CIRCLE MORTGAGE CORPORAT | 98 | 174 | -44 % | 0.2 % | 0.4 % | -45 % | FL |
| 61 | SENIORS EQUITY INCOME IN | 95 | 191 | -50 % | 0.2 % | 0.4 % | -51 % | MI |
| 62 | ENVISION LENDING GROUP I | 95 | 74 | 28 % | 0.2 % | 0.2 % | 26 % | UT |
| 63 | AAA CONCORDIA MORTGAGE C | 94 | 5 | 1,780 % | 0.2 % | 0.0 % | 1,741 % | ZZ |
| 64 | JUDITH O SMITH MORTGAGE | 94 | 171 | -45 % | 0.2 % | 0.3 % | -46 % | TX |
| 65 | REVERSE MORTGAGE GRP INC | 93 | 16 | 481 % | 0.2 % | 0.0 % | 469 % | FL |
| 66 | WEBSTER BANK | 93 | 139 | -33 % | 0.2 % | 0.3 % | -34 % | CT |
| 67 | HARTLAND MORTGAGE CENTER | 91 | 31 | 194 % | 0.2 % | 0.1 % | 187 % | IL |
| 68 | COLONIAL MORTGAGE CORP | 90 | 103 | -13 % | 0.2 % | 0.2 % | -14 % | MI |
| 69 | WATERMARK CAPITAL INC | 90 | 14 | 543 % | 0.2 % | 0.0 % | 529 % | CA |
| 70 | FIRST FINANCIAL MORTGAGE | 89 | 101 | -12 % | 0.2 % | 0.2 % | -14 % | MI |
| 71 | AMERICAN PACIFIC MORTGAG | 88 | 85 | 4 % | 0.2 % | 0.2 % | 1 % | CA |
| 72 | REMINGTON MORTGAGE INC | 87 | 100 | -13 % | 0.2 % | 0.2 % | -15 % | IL |
| 73 | WILMINGTON SAVINGS FD SO | 87 | 76 | 14 % | 0.2 % | 0.2 % | 12 % | DE |
| 74 | NEW HORIZONS REVERSE MOR | 86 | 165 | -48 % | 0.2 % | 0.3 % | -49 % | CA |
| 75 | FIRST MIDWEST BANK | 86 | 63 | 37 % | 0.2 % | 0.1 % | 34 % | IL |
| 76 | BERNARD MORTGAGE CORPORA | 85 | 1 | 8,400 % | 0.2 % | 0.0 % | 8,222 % | IL |
| 77 | NETWORK FUNDING LP | 84 | 74 | 14 % | 0.2 % | 0.2 % | 11 % | TX |
| 78 | MASTER MORTGAGE CORPORAT | 83 | 0 | | 0.2 % | 0.0 % | | ZZ |
| 79 | SENIOR FUNDING ASSOCIATE | 82 | 104 | -21 % | 0.2 % | 0.2 % | -23 % | CA |
| 80 | SUN VALLEY FINANCIAL OF | 81 | 148 | -45 % | 0.2 % | 0.3 % | -46 % | AZ |
| 81 | FRANK J WEAVER INC | 80 | 121 | -34 % | 0.2 % | 0.2 % | -35 % | DC |
| 82 | 1ST SOURCE FUNDING INC | 78 | 236 | -67 % | 0.2 % | 0.5 % | -68 % | CA |
| 83 | MONTGOMERY MORTGAGE INC | 78 | 79 | -1 % | 0.2 % | 0.2 % | -3 % | TX |
| 84 | SIDUS FINANCIAL LLC | 76 | 67 | 13 % | 0.2 % | 0.1 % | 11 % | NC |
| 85 | OASIS LENDING INC | 73 | 149 | -51 % | 0.1 % | 0.3 % | -52 % | FL |
| 86 | SENIORS FIRST MORTGAGE C | 71 | 144 | -51 % | 0.1 % | 0.3 % | -52 % | VA |
| 87 | STOCKTON TURNER LLC | 71 | 62 | 15 % | 0.1 % | 0.1 % | 12 % | FL |
| 88 | EAGLE NATIONWIDE MORTGAG | 71 | 19 | 274 % | 0.1 % | 0.0 % | 266 % | NJ |
| 89 | GOLF SAVINGS BANK | 70 | 50 | 40 % | 0.1 % | 0.1 % | 37 % | OR |
| 90 | SUNTRUST MORTGAGE INC | 68 | 27 | 152 % | 0.1 % | 0.1 % | 147 % | VA |
| 91 | RETIREMENT LIFE FUNDING | 68 | 28 | 143 % | 0.1 % | 0.1 % | 138 % | DC |
| 92 | MORTGAGE CREDIT OF AMERI | 67 | 0 | | 0.1 % | 0.0 % | | FL |
| 93 | PREMIUM CAPITAL FUNDING | 67 | 12 | 458 % | 0.1 % | 0.0 % | 447 % | FL |
| 94 | SOVEREIGN BANK FSB | 67 | 67 | 0 % | 0.1 % | 0.1 % | -2 % | NJ |
| 95 | AMTEC FUNDING GROUP LLC | 66 | 60 | 10 % | 0.1 % | 0.1 % | 8 % | WA |
| 96 | ACCESS REVERSE MORTGAGE | 66 | 135 | -51 % | 0.1 % | 0.3 % | -52 % | FL |
| 97 | WSB MORTGAGE SERVICES IN | 66 | 125 | -47 % | 0.1 % | 0.3 % | -48 % | CA |
| 98 | WASHINGTON CAPITAL ADVIS | 66 | 31 | 113 % | 0.1 % | 0.1 % | 108 % | CA |
| 99 | GOLDEN GATEWAY FINANCIAL | 65 | 0 | | 0.1 % | 0.0 % | | CA |
| 100 | EMPIRE EQUITY GROUP INC | 65 | 77 | -16 % | 0.1 % | 0.2 % | -17 % | PA |

About Reverse Market Insight, Inc.
Reverse Market Insight (RMI) is the premier provider of market intelligence and strategic advisory solutions in the reverse mortgage marketplace.

RMI is proud to serve 8 of the top 10 reverse mortgage lenders as clients and is the exclusive strategic partner of the National Reverse Mortgage Lenders Association (NRMLA) for market intelligence.

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