

# HECM Originators (FHA & Non-FHA)

## Industry Summary

HECMs endorsed through June 2024

Next Release Date: Week 4 of September

Sponsored By:

Price Loans **Easily**.  
Qualify Prospects **Instantly**.  
Target Marketing **Accurately**.

[SEE HOW](#)

**rmi** FIND OPPORTUNITY FASTER

**(682) 651-5632**  
[info@rminsight.net](mailto:info@rminsight.net)  
[www.rminsight.net](http://www.rminsight.net)

**Retail Endorsement Growth**

**-8.8 %**

**Wholesale Endorsement Growth**

**-23.1 %**

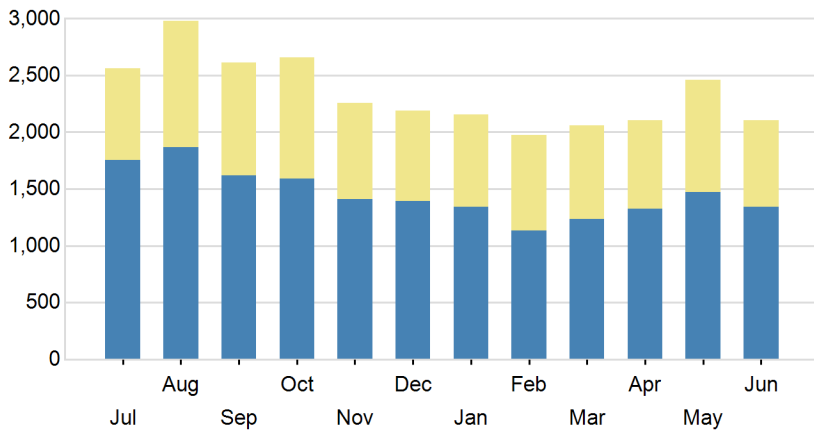
**Total Endorsement Growth**

**-14.6 %**

Figures above reflect change from prior month

## PERFORMANCE

Trailing Twelve Month Endorsements



|       | Retail |         | Wholesale |         | Total  |         |
|-------|--------|---------|-----------|---------|--------|---------|
|       | Units  | Chg %   | Units     | Chg %   | Units  | Chg %   |
| Jul   | 1,756  | 11.1 %  | 805       | -17.9 % | 2,561  | 0.0 %   |
| Aug   | 1,866  | 6.3 %   | 1,115     | 38.5 %  | 2,981  | 16.4 %  |
| Sep   | 1,621  | -13.1 % | 993       | -10.9 % | 2,614  | -12.3 % |
| Oct   | 1,588  | -2.0 %  | 1,071     | 7.9 %   | 2,659  | 1.7 %   |
| Nov   | 1,411  | -11.1 % | 845       | -21.1 % | 2,256  | -15.2 % |
| Dec   | 1,393  | -1.3 %  | 795       | -5.9 %  | 2,188  | -3.0 %  |
| Jan   | 1,342  | -3.7 %  | 811       | 2.0 %   | 2,153  | -1.6 %  |
| Feb   | 1,131  | -15.7 % | 843       | 3.9 %   | 1,974  | -8.3 %  |
| Mar   | 1,233  | 9.0 %   | 824       | -2.3 %  | 2,057  | 4.2 %   |
| Apr   | 1,326  | 7.5 %   | 777       | -5.7 %  | 2,103  | 2.2 %   |
| May   | 1,473  | 11.1 %  | 987       | 27.0 %  | 2,460  | 17.0 %  |
| Jun   | 1,343  | -8.8 %  | 759       | -23.1 % | 2,102  | -14.6 % |
| Total | 17,483 |         | 10,625    |         | 28,108 |         |

Interested in industry commentary, data and analysis? [CLICK HERE](#)  
Subscribe to our [FREE ReverseIQ Newsletter](#) and [FREE Industry Reports](#)

| Top 10 by Retail and Wholesale Volume |              |              |              |              |              |              |              |              |              |              |              |              |               |              |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|
| Rank / Company                        | Jul          | Aug          | Sep          | Oct          | Nov          | Dec          | Jan          | Feb          | Mar          | Apr          | May          | Jun          | Total         | Mkt Shr      |
| FINANCE OF AMERICA REVER              | 998          | 942          | 880          | 825          | 692          | 581          | 682          | 576          | 480          | 614          | 588          | 603          | 8,461         | 30.1%        |
| MUTUAL OF OMAHA MORTGAGE              | 558          | 612          | 560          | 614          | 555          | 559          | 530          | 451          | 493          | 572          | 637          | 547          | 6,688         | 23.8%        |
| LONGBRIDGE FINANCIAL LLC              | 337          | 332          | 348          | 367          | 328          | 342          | 358          | 403          | 345          | 190          | 474          | 287          | 4,111         | 14.6%        |
| LIBERTY REVERSE MORTGAGE              | 166          | 223          | 133          | 155          | 160          | 137          | 104          | 111          | 112          | 144          | 151          | 134          | 1,730         | 6.2%         |
| FAIRWAY INDEPENDENT MORT              | 95           | 148          | 108          | 83           | 111          | 88           | 107          | 82           | 85           | 102          | 95           | 79           | 1,183         | 4.2%         |
| GUILD MORTGAGE COMPANY                | 12           | 248          | 136          | 53           | 58           | 73           | 39           | 35           | 57           | 78           | 47           | 56           | 892           | 3.2%         |
| SOUTH RIVER MORTGAGE LLC              | 73           | 219          | 80           | 71           | 12           | 69           | 4            | 9            | 122          | 43           | 86           | 88           | 876           | 3.1%         |
| GOODLIFE HOME LOANS                   | 11           | 62           | 83           | 139          | 87           | 40           | 50           | 71           | 87           | 80           | 102          | 13           | 825           | 2.9%         |
| PLAZA HOME MORTGAGE INC               | 40           | 36           | 41           | 43           | 36           | 53           | 42           | 37           | 31           | 46           | 61           | 43           | 509           | 1.8%         |
| HIGHTECHLENDING INC                   | 44           | 53           | 46           | 35           | 28           | 36           | 22           | 24           | 25           | 29           | 19           | 52           | 413           | 1.5%         |
| <b>Total</b>                          | <b>2,334</b> | <b>2,875</b> | <b>2,415</b> | <b>2,385</b> | <b>2,067</b> | <b>1,978</b> | <b>1,938</b> | <b>1,799</b> | <b>1,837</b> | <b>1,898</b> | <b>2,260</b> | <b>1,902</b> | <b>25,688</b> | <b>91.4%</b> |

| Top 10 Wholesale and Retail Performance Stats |          |      |       |                |              |               |                |                |                |             |             |               |               |               |
|---|----------|------|-------|----------------|--------------|---------------|----------------|----------------|----------------|-------------|-------------|---------------|---------------|---------------|
| Company                                       | Rankings |      |       | Current Volume |              |               | Growth %       |                |                | Mix         |             | Market Share  |               |               |
|   | Ret      | Whls | Total | Ret            | Whls         | Total         | Ret            | Whls           | Total          | Ret         | Whls        | Ret           | Whls          | Total         |
| FINANCE OF AMERICA REVERS                     | 1        | 2    | 1     | 6,007          | 2,454        | 8,461         | -30.6 %        | -50.8 %        | -38.0 %        | 71 %        | 29 %        | 21.4 %        | 23.1 %        | 30.1 %        |
| MUTUAL OF OMAHA MORTGAGE                      | 2        | 3    | 2     | 5,417          | 1,271        | 6,688         | 6.7 %          | 92.3 %         | 16.6 %         | 81 %        | 19 %        | 19.3 %        | 12.0 %        | 23.8 %        |
| LONGBRIDGE FINANCIAL LLC                      | 3        | 1    | 3     | 1,427          | 2,684        | 4,111         | -20.5 %        | -40.3 %        | -34.6 %        | 35 %        | 65 %        | 5.1 %         | 25.3 %        | 14.6 %        |
| LIBERTY REVERSE MORTGAGE                      | 6        | 4    | 4     | 658            | 1,072        | 1,730         | -43.8 %        | -30.9 %        | -36.4 %        | 38 %        | 62 %        | 2.3 %         | 10.1 %        | 6.2 %         |
| FAIRWAY INDEPENDENT MORTG                     | 4        |      | 5     | 1,183          | 0            | 1,183         | -41.8 %        | NaN            | -41.8 %        | 100 %       | 0 %         | 4.2 %         |               | 4.2 %         |
| GUILD MORTGAGE COMPANY                        | 7        | 8    | 6     | 617            | 275          | 892           | 585.6 %        | >1,000%        | 810.2 %        | 69 %        | 31 %        | 2.2 %         | 2.6 %         | 3.2 %         |
| SOUTH RIVER MORTGAGE LLC                      | 5        |      | 7     | 876            | 0            | 876           | -26.8 %        | NaN            | -26.8 %        | 100 %       | 0 %         | 3.1 %         |               | 3.1 %         |
| GOODLIFE HOME LOANS                           | 70       | 5    | 8     | 32             | 793          | 825           | -90.9 %        | 52.2 %         | -5.5 %         | 4 %         | 96 %        | 0.1 %         | 7.5 %         | 2.9 %         |
| PLAZA HOME MORTGAGE INC                       | 478      | 6    | 9     | 3              | 506          | 509           | -80.0 %        | 20.5 %         | 17.0 %         | 1 %         | 99 %        | 0.0 %         | 4.8 %         | 1.8 %         |
| HIGHTECHLENDING INC                           | 11       | 11   | 10    | 231            | 182          | 413           | -2.5 %         | -35.7 %        | -20.6 %        | 56 %        | 44 %        | 0.8 %         | 1.7 %         | 1.5 %         |
| <b>Total</b>                                  |          |      |       | <b>16,451</b>  | <b>9,237</b> | <b>25,688</b> | <b>-20.2 %</b> | <b>-28.5 %</b> | <b>-23.4 %</b> | <b>64 %</b> | <b>36 %</b> | <b>58.5 %</b> | <b>86.9 %</b> | <b>91.4 %</b> |

| Top 5 Retail by Unit Growth |          |      |       |                |              |              |              |            |              |             |             |               |               |               |
|-----------------------------|----------|------|-------|----------------|--------------|--------------|--------------|------------|--------------|-------------|-------------|---------------|---------------|---------------|
| Company                     | Rankings |      |       | Current Volume |              |              | Unit Growth  |            |              | Mix         |             | Market Share  |               |               |
|                             | Ret      | Whls | Total | Ret            | Whls         | Total        | Ret          | Whls       | Total        | Ret         | Whls        | Ret           | Whls          | Total         |
| GUILD MORTGAGE COMPANY      | 7        | 8    | 6     | 617            | 275          | 892          | 527          | 267        | 794          | 69 %        | 31 %        | 2.2 %         | 2.6 %         | 3.2 %         |
| MUTUAL OF OMAHA MORTGAGE    | 2        | 3    | 2     | 5,417          | 1,271        | 6,688        | 341          | 610        | 951          | 81 %        | 19 %        | 19.3 %        | 12.0 %        | 23.8 %        |
| MOVEMENT MORTGAGE LLC       | 8        |      | 11    | 367            | 0            | 367          | 289          | 0          | 289          | 100 %       | 0 %         | 1.3 %         |               | 1.3 %         |
| ATLANTIC AVENUE MORTGAGE    | 9        |      | 14    | 281            | 0            | 281          | 244          | 0          | 244          | 100 %       | 0 %         | 1.0 %         |               | 1.0 %         |
| CROSSCOUNTRY MORTGAGE       | 10       |      | 15    | 260            | 0            | 260          | 102          | 0          | 102          | 100 %       | 0 %         | 0.9 %         |               | 0.9 %         |
| <b>Total</b>                |          |      |       | <b>6,942</b>   | <b>1,546</b> | <b>8,488</b> | <b>1,503</b> | <b>877</b> | <b>2,380</b> | <b>82 %</b> | <b>18 %</b> | <b>24.7 %</b> | <b>14.6 %</b> | <b>30.2 %</b> |

| Top 5 Wholesale by Unit Growth |          |      |       |                |              |              |             |              |              |             |             |               |               |               |
|--------------------------------|----------|------|-------|----------------|--------------|--------------|-------------|--------------|--------------|-------------|-------------|---------------|---------------|---------------|
| Company                        | Rankings |      |       | Current Volume |              |              | Unit Growth |              |              | Mix         |             | Market Share  |               |               |
|                                | Ret      | Whls | Total | Ret            | Whls         | Total        | Ret         | Whls         | Total        | Ret         | Whls        | Ret           | Whls          | Total         |
| MUTUAL OF OMAHA MORTGAGE       | 2        | 3    | 2     | 5,417          | 1,271        | 6,688        | 341         | 610          | 951          | 81 %        | 19 %        | 19.3 %        | 12.0 %        | 23.8 %        |
| GOODLIFE HOME LOANS            | 70       | 5    | 8     | 32             | 793          | 825          | -320        | 272          | -48          | 4 %         | 96 %        | 0.1 %         | 7.5 %         | 2.9 %         |
| GUILD MORTGAGE COMPANY         | 7        | 8    | 6     | 617            | 275          | 892          | 527         | 267          | 794          | 69 %        | 31 %        | 2.2 %         | 2.6 %         | 3.2 %         |
| SMARTFI HOME LOANS LLC         | 947      | 9    | 16    | 1              | 257          | 258          | -18         | 142          | 124          | 0 %         | 100 %       | 0.0 %         | 2.4 %         | 0.9 %         |
| GMFS LLC                       | 44       | 12   | 21    | 58             | 138          | 196          | 58          | 138          | 196          | 30 %        | 70 %        | 0.2 %         | 1.3 %         | 0.7 %         |
| <b>Total</b>                   |          |      |       | <b>6,125</b>   | <b>2,734</b> | <b>8,859</b> | <b>588</b>  | <b>1,429</b> | <b>2,017</b> | <b>69 %</b> | <b>31 %</b> | <b>21.8 %</b> | <b>25.7 %</b> | <b>31.5 %</b> |

Paid Advertisement

| Top 10 Wholesale               | Active Brokers | % Capture |
|--------------------------------|----------------|-----------|
| LONGBRIDGE FINANCIAL LLC       | 373            | 46 %      |
| FINANCE OF AMERICA REVERSE LLC | 637            | 38 %      |
| MUTUAL OF OMAHA MORTGAGE INC   | 302            | 26 %      |
| LIBERTY REVERSE MORTGAGE       | 261            | 31 %      |
| GOODLIFE HOME LOANS            | 77             | 39 %      |
| PLAZA HOME MORTGAGE INC        | 314            | 53 %      |
| MONEY HOUSE INC                | 73             | 29 %      |
| GUILD MORTGAGE COMPANY         | 28             | 42 %      |
| SMARTFI HOME LOANS LLC         | 121            | 39 %      |
| OPEN MORTGAGE LLC              | 72             | 16 %      |

LET REVERSE MORTGAGE POPULARITY DO THE TALKING

SEE IT WORK

HECM NEIGHBORHOOD WIDGET

rmi FIND OPPORTUNITY FASTER

**Top 100 Ranking HECM Volume by Channel - Endorsements Last 12 Months through June 2024**

| Rank |    |    | Company              | Loans |       |       | Market Share |        |        | Rank |    |                         | Company | Loans |    |       | Market Share |       |       |
|------|----|----|----------------------|-------|-------|-------|--------------|--------|--------|------|----|-------------------------|---------|-------|----|-------|--------------|-------|-------|
| R    | W  | T  |                      | R     | W     | Total | Ret          | Whls   | Total  | R    | W  | T                       |         | R     | W  | T     | Ret          | Whls  | Total |
| 1    | 2  | 1  | FINANCE OF AMERICA R | 6,007 | 2,454 | 8,461 | 21.4 %       | 23.1 % | 30.1 % | 41   | 51 | HERITAGE HOME LOANS     | 65      | 0     | 65 | 0.2 % | 0.0 %        | 0.2 % |       |
| 2    | 3  | 2  | MUTUAL OF OMAHA MORT | 5,417 | 1,271 | 6,688 | 19.3 %       | 12.0 % | 23.8 % | 42   | 52 | PARAMOUNT RESIDENTIA    | 63      | 0     | 63 | 0.2 % | 0.0 %        | 0.2 % |       |
| 3    | 1  | 3  | LONGBRIDGE FINANCIAL | 1,427 | 2,684 | 4,111 | 5.1 %        | 25.3 % | 14.6 % | 163  | 16 | SUN WEST MORTGAGE CO    | 12      | 49    | 61 | 0.0 % | 0.5 %        | 0.2 % |       |
| 6    | 4  | 4  | LIBERTY REVERSE MORT | 658   | 1,072 | 1,730 | 2.3 %        | 10.1 % | 6.2 %  | 46   | 54 | SUN AMERICAN MORTGAG    | 57      | 0     | 57 | 0.2 % | 0.0 %        | 0.2 % |       |
| 4    | 5  | 5  | FAIRWAY INDEPENDENT  | 1,183 | 0     | 1,183 | 4.2 %        | 0.0 %  | 4.2 %  | 62   | 20 | 55 NATIONWIDE EQUITIES  | 38      | 18    | 56 | 0.1 % | 0.2 %        | 0.2 % |       |
| 7    | 8  | 6  | GUILD MORTGAGE COMPA | 617   | 275   | 892   | 2.2 %        | 2.6 %  | 3.2 %  | 47   | 56 | PRIMARY RESIDENTIAL     | 52      | 0     | 52 | 0.2 % | 0.0 %        | 0.2 % |       |
| 5    | 7  | 7  | SOUTH RIVER MORTGAGE | 876   | 0     | 876   | 3.1 %        | 0.0 %  | 3.1 %  | 51   | 23 | 56 CORNERSTONE MORTGAGE | 47      | 5     | 52 | 0.2 % | 0.0 %        | 0.2 % |       |
| 70   | 5  | 8  | GOODLIFE HOME LOANS  | 32    | 793   | 825   | 0.1 %        | 7.5 %  | 2.9 %  | 48   | 58 | THE REVERSE MORTGAGE    | 51      | 0     | 51 | 0.2 % | 0.0 %        | 0.2 % |       |
| 478  | 6  | 9  | PLAZA HOME MORTGAGE  | 3     | 506   | 509   | 0.0 %        | 4.8 %  | 1.8 %  | 49   | 59 | ACADEMY MORTGAGE COR    | 49      | 0     | 49 | 0.2 % | 0.0 %        | 0.2 % |       |
| 11   | 11 | 10 | HIGHTECHLENDING INC  | 231   | 182   | 413   | 0.8 %        | 1.7 %  | 1.5 %  | 49   | 59 | ATLANTIC COAST MORTG    | 49      | 0     | 49 | 0.2 % | 0.0 %        | 0.2 % |       |
| 8    | 11 | 11 | MOVEMENT MORTGAGE LL | 367   | 0     | 367   | 1.3 %        | 0.0 %  | 1.3 %  | 51   | 61 | PREMIER MORTGAGE RES    | 47      | 0     | 47 | 0.2 % | 0.0 %        | 0.2 % |       |
| 384  | 7  | 12 | MONEY HOUSE INC      | 4     | 288   | 292   | 0.0 %        | 2.7 %  | 1.0 %  | 51   | 61 | OPULENCE FUNDING LLC    | 47      | 0     | 47 | 0.2 % | 0.0 %        | 0.2 % |       |
| 39   | 10 | 13 | OPEN MORTGAGE LLC    | 72    | 212   | 284   | 0.3 %        | 2.0 %  | 1.0 %  | 54   | 63 | BAY EQUITY LLC          | 46      | 0     | 46 | 0.2 % | 0.0 %        | 0.2 % |       |
| 9    | 14 | 14 | ATLANTIC AVENUE MORT | 281   | 0     | 281   | 1.0 %        | 0.0 %  | 1.0 %  | 54   | 63 | TREBOR REVERSE LLC      | 46      | 0     | 46 | 0.2 % | 0.0 %        | 0.2 % |       |
| 10   | 15 | 15 | CROSSCOUNTRY MORTGAG | 260   | 0     | 260   | 0.9 %        | 0.0 %  | 0.9 %  | 56   | 65 | NORWICH COMMERCIAL G    | 45      | 0     | 45 | 0.2 % | 0.0 %        | 0.2 % |       |
| 947  | 9  | 16 | SMARTFI HOME LOANS L | 1     | 257   | 258   | 0.0 %        | 2.4 %  | 0.9 %  | 58   | 66 | NATIONWIDE MORTGAGE     | 44      | 0     | 44 | 0.2 % | 0.0 %        | 0.2 % |       |
| 12   | 17 | 17 | CALIVER BEACH MORTGA | 212   | 0     | 212   | 0.8 %        | 0.0 %  | 0.8 %  | 59   | 67 | INTERCAP LENDING INC    | 42      | 0     | 42 | 0.1 % | 0.0 %        | 0.1 % |       |
| 13   | 18 | 18 | C2 FINANCIAL CORPORA | 209   | 0     | 209   | 0.7 %        | 0.0 %  | 0.7 %  | 60   | 68 | AMERICAN FINANCIAL N    | 41      | 0     | 41 | 0.1 % | 0.0 %        | 0.1 % |       |
| 14   | 19 | 19 | ADVISORS MORTGAGE GR | 204   | 0     | 204   | 0.7 %        | 0.0 %  | 0.7 %  | 61   | 69 | EDGE HOME FINANCE CO    | 39      | 0     | 39 | 0.1 % | 0.0 %        | 0.1 % |       |
| 15   | 20 | 20 | AMERICAN PACIFIC MOR | 203   | 0     | 203   | 0.7 %        | 0.0 %  | 0.7 %  | 63   | 70 | T2 FINANCIAL LLC        | 37      | 0     | 37 | 0.1 % | 0.0 %        | 0.1 % |       |
| 44   | 12 | 21 | GMFS LLC             | 58    | 138   | 196   | 0.2 %        | 1.3 %  | 0.7 %  | 63   | 70 | COMMUNITY FIRST NATI    | 37      | 0     | 37 | 0.1 % | 0.0 %        | 0.1 % |       |
| 16   | 22 | 22 | SENIOR LENDING CORPO | 191   | 0     | 191   | 0.7 %        | 0.0 %  | 0.7 %  | 65   | 72 | MORTGAGE SOUTH OF TE    | 36      | 0     | 36 | 0.1 % | 0.0 %        | 0.1 % |       |
| 44   | 13 | 23 | MID AMERICA MORTGAGE | 58    | 130   | 188   | 0.2 %        | 1.2 %  | 0.7 %  | 66   | 73 | ARK-LA-TEX FINANCIAL    | 35      | 0     | 35 | 0.1 % | 0.0 %        | 0.1 % |       |
| 17   | 24 | 24 | ALL REVERSE MORTGAGE | 184   | 0     | 184   | 0.7 %        | 0.0 %  | 0.7 %  | 67   | 74 | SENIOR FUNDING ASSOC    | 34      | 0     | 34 | 0.1 % | 0.0 %        | 0.1 % |       |
| 18   | 24 | 25 | CALCON MUTUAL MORTGA | 172   | 2     | 174   | 0.6 %        | 0.0 %  | 0.6 %  | 67   | 74 | AMERIFUND HOME LOANS    | 34      | 0     | 34 | 0.1 % | 0.0 %        | 0.1 % |       |
| 19   | 26 | 26 | ENNKAR INC           | 165   | 0     | 165   | 0.6 %        | 0.0 %  | 0.6 %  | 69   | 76 | AMERICA FIRST FEDERA    | 33      | 0     | 33 | 0.1 % | 0.0 %        | 0.1 % |       |
| 20   | 27 | 27 | GUARANTEED RATE INC  | 149   | 0     | 149   | 0.5 %        | 0.0 %  | 0.5 %  | 70   | 77 | WEST CAPITAL LENDING    | 32      | 0     | 32 | 0.1 % | 0.0 %        | 0.1 % |       |
| 21   | 28 | 28 | ALL WESTERN MORTGAGE | 148   | 0     | 148   | 0.5 %        | 0.0 %  | 0.5 %  | 72   | 78 | LEADER ONE FINANCIAL    | 31      | 0     | 31 | 0.1 % | 0.0 %        | 0.1 % |       |
| 22   | 29 | 29 | CMG MORTGAGE INC     | 112   | 0     | 112   | 0.4 %        | 0.0 %  | 0.4 %  | 72   | 78 | CARDINAL FINANCIAL C    | 31      | 0     | 31 | 0.1 % | 0.0 %        | 0.1 % |       |
| 23   | 30 | 30 | NEW AMERICAN FUNDING | 108   | 0     | 108   | 0.4 %        | 0.0 %  | 0.4 %  | 74   | 80 | SENIOR MANAGEMENT GR    | 30      | 0     | 30 | 0.1 % | 0.0 %        | 0.1 % |       |
| 128  | 14 | 31 | TRUST MORTGAGE LENDI | 17    | 84    | 101   | 0.1 %        | 0.8 %  | 0.4 %  | 74   | 80 | US MORTGAGE CORPORAT    | 30      | 0     | 30 | 0.1 % | 0.0 %        | 0.1 % |       |
| 141  | 15 | 32 | MCM HOLDINGS INC     | 15    | 82    | 97    | 0.1 %        | 0.8 %  | 0.3 %  | 76   | 82 | C & E FINANCIAL GROU    | 29      | 0     | 29 | 0.1 % | 0.0 %        | 0.1 % |       |
| 24   | 33 | 33 | PREMIER REVERSE MORT | 96    | 0     | 96    | 0.3 %        | 0.0 %  | 0.3 %  | 384  | 18 | 82 LAND-HOME FINANCIAL  | 4       | 25    | 29 | 0.0 % | 0.2 %        | 0.1 % |       |
| 28   | 22 | 34 | VIP MORTGAGE INC     | 83    | 10    | 93    | 0.3 %        | 0.1 %  | 0.3 %  | 76   | 82 | THE OCONNELL MARKETI    | 29      | 0     | 29 | 0.1 % | 0.0 %        | 0.1 % |       |
| 25   | 35 | 35 | WATERMARK CAPITAL IN | 92    | 0     | 92    | 0.3 %        | 0.0 %  | 0.3 %  | 78   | 85 | THRIVE MORTGAGE LLC     | 28      | 0     | 28 | 0.1 % | 0.0 %        | 0.1 % |       |
| 26   | 36 | 36 | FIRST AMERICAN HOME  | 90    | 0     | 90    | 0.3 %        | 0.0 %  | 0.3 %  | 78   | 85 | CONTOUR MORTGAGE COR    | 28      | 0     | 28 | 0.1 % | 0.0 %        | 0.1 % |       |
| 26   | 36 | 36 | AMERICAN FINANCIAL M | 90    | 0     | 90    | 0.3 %        | 0.0 %  | 0.3 %  | 80   | 87 | LAKEVIEW LOAN SERVIC    | 27      | 0     | 27 | 0.1 % | 0.0 %        | 0.1 % |       |
| 43   | 17 | 36 | TOTAL MEDIA MANAGEME | 59    | 31    | 90    | 0.2 %        | 0.3 %  | 0.3 %  | 80   | 87 | TJC MORTGAGE INC        | 27      | 0     | 27 | 0.1 % | 0.0 %        | 0.1 % |       |
| 29   | 39 | 39 | NEXA MORTGAGE LLC    | 82    | 0     | 82    | 0.3 %        | 0.0 %  | 0.3 %  | 80   | 87 | MORTGAGE & INSURANCE    | 27      | 0     | 27 | 0.1 % | 0.0 %        | 0.1 % |       |
| 30   | 40 | 40 | EAST COAST CAPITAL C | 81    | 0     | 81    | 0.3 %        | 0.0 %  | 0.3 %  | 80   | 87 | HOMESTEAD MORTGAGE L    | 27      | 0     | 27 | 0.1 % | 0.0 %        | 0.1 % |       |
| 30   | 40 | 40 | UNITED PACIFIC MORTG | 81    | 0     | 81    | 0.3 %        | 0.0 %  | 0.3 %  | 84   | 91 | E MORTGAGE CAPITAL I    | 26      | 0     | 26 | 0.1 % | 0.0 %        | 0.1 % |       |
| 32   | 42 | 42 | INTEGRITY 1ST MORTGA | 80    | 0     | 80    | 0.3 %        | 0.0 %  | 0.3 %  | 84   | 91 | PACIFIC RESIDENTIAL     | 26      | 0     | 26 | 0.1 % | 0.0 %        | 0.1 % |       |
| 33   | 43 | 43 | JET DIRECT FUNDING C | 79    | 0     | 79    | 0.3 %        | 0.0 %  | 0.3 %  | 84   | 91 | UNITED AMERICAN MORT    | 26      | 0     | 26 | 0.1 % | 0.0 %        | 0.1 % |       |
| 34   | 44 | 44 | AMERICAN MORTGAGE &  | 78    | 0     | 78    | 0.3 %        | 0.0 %  | 0.3 %  | 84   | 91 | MASON MCDUFFIE MORTG    | 26      | 0     | 26 | 0.1 % | 0.0 %        | 0.1 % |       |
| 35   | 45 | 45 | LOANDEPOTCOM         | 76    | 0     | 76    | 0.3 %        | 0.0 %  | 0.3 %  | 84   | 91 | EVERGREEN MONEYSOURC    | 26      | 0     | 26 | 0.1 % | 0.0 %        | 0.1 % |       |
| 36   | 46 | 46 | THE FEDERAL SAVINGS  | 75    | 0     | 75    | 0.3 %        | 0.0 %  | 0.3 %  | 84   | 91 | LOWER LLC               | 26      | 0     | 26 | 0.1 % | 0.0 %        | 0.1 % |       |
| 37   | 47 | 47 | REVERSE FREEDOM LLC  | 74    | 0     | 74    | 0.3 %        | 0.0 %  | 0.3 %  | 90   | 97 | EVERETT FINANCIAL       | 25      | 0     | 25 | 0.1 % | 0.0 %        | 0.1 % |       |
| 38   | 48 | 48 | CARRINGTON MORTGAGE  | 73    | 0     | 73    | 0.3 %        | 0.0 %  | 0.3 %  | 90   | 97 | GENEVA FINANCIAL LLC    | 25      | 0     | 25 | 0.1 % | 0.0 %        | 0.1 % |       |
| 39   | 49 | 49 | BARRETT FINANCIAL GR | 72    | 0     | 72    | 0.3 %        | 0.0 %  | 0.3 %  | 90   | 97 | NOVA FINANCIAL & INV    | 25      | 0     | 25 | 0.1 % | 0.0 %        | 0.1 % |       |
| 56   | 18 | 50 | UNIVERSITY BANK      | 45    | 25    | 70    | 0.2 %        | 0.2 %  | 0.2 %  | 90   | 97 | AMERICAS MORTGAGE RE    | 25      | 0     | 25 | 0.1 % | 0.0 %        | 0.1 % |       |

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.

34232 Pacific Coast Hwy | Suite A | Dana Point, CA 92691  
(682) 651-5632  
<http://www.rminsig.net>

*Disclaimer: Although a significant effort is made to assure the accuracy and completeness of the information provided, Reverse Market Insight, Inc. makes no express or implied warranty as to the accuracy, adequacy, completeness, legality of the information. Reverse Market Insight, Inc. does not endorse any products or services advertised on this report. We also waive any liability of any loss or damage that may be incurred as a result of the use of such advertised products or services.*

## Top 100 HECM Originators - June 2024 Rankings (Single Month)

| Rank |    | Loans                |     |       | Growth |         | Rank    |    | Loans |                      |     | Growth |     |         |         |
|------|----|----------------------|-----|-------|--------|---------|---------|----|-------|----------------------|-----|--------|-----|---------|---------|
| M    | Y  | Company              | Mth | YTD   | Avg    | Mth     | YTD     | M  | Y     | Company              | Mth | YTD    | Avg | Mth     | YTD     |
| 1    | 1  | MUTUAL OF OMAHA MORT | 433 | 2,559 | 426.5  | -16.6 % | -0.1 %  | 41 | 72    | CONTOUR MORTGAGE COR | 4   | 15     | 2.5 | 33.3 %  | -25.0 % |
| 2    | 2  | FINANCE OF AMERICA R | 410 | 2,340 | 390.0  | 5.7 %   | -32.7 % | 41 | 72    | WEST CAPITAL LENDING | 4   | 15     | 2.5 | 33.3 %  | 66.7 %  |
| 3    | 3  | LONGBRIDGE FINANCIAL | 96  | 726   | 121.0  | -47.3 % | 5.8 %   | 41 | 93    | EVERETT FINANCIAL    | 4   | 11     | 1.8 | 33.3 %  | -35.3 % |
| 4    | 5  | SOUTH RIVER MORTGAGE | 88  | 352   | 58.7   | 2.3 %   | -40.8 % | 54 | 32    | AMERICAN FINANCIAL M | 3   | 39     | 6.5 | -50.0 % | 5.4 %   |
| 5    | 4  | FAIRWAY INDEPENDENT  | 79  | 550   | 91.7   | -16.8 % | -29.9 % | 54 | 43    | T2 FINANCIAL LLC     | 3   | 30     | 5.0 | -62.5 % | 650.0 % |
| 6    | 7  | GUILD MORTGAGE COMPA | 54  | 288   | 48.0   | 25.6 %  | 620.0 % | 54 | 44    | ATLANTIC COAST MORTG | 3   | 28     | 4.7 | -57.1 % | 16.7 %  |
| 7    | 6  | LIBERTY REVERSE MORT | 47  | 300   | 50.0   | -14.5 % | -21.9 % | 54 | 47    | PRIMARY RESIDENTIAL  | 3   | 27     | 4.5 | 200.0 % | -28.9 % |
| 8    | 8  | MOVEMENT MORTGAGE LL | 38  | 209   | 34.8   | 0.0 %   | 301.9 % | 54 | 51    | SUN AMERICAN MORTGAG | 3   | 24     | 4.0 | -25.0 % | -36.8 % |
| 9    | 12 | HIGHTECHLENDING INC  | 29  | 103   | 17.2   | 190.0 % | -1.9 %  | 54 | 56    | AMERIFUND HOME LOANS | 3   | 22     | 3.7 | -40.0 % | 450.0 % |
| 10   | 10 | CROSSCOUNTRY MORTGAG | 27  | 139   | 23.2   | 8.0 %   | 69.5 %  | 54 | 61    | THE OCONNELL MARKETI | 3   | 18     | 3.0 | 0.0 %   | 20.0 %  |
| 11   | 18 | GUARANTEED RATE INC  | 23  | 81    | 13.5   | 64.3 %  | 84.1 %  | 54 | 65    | EVERGREEN MONEYSOURC | 3   | 17     | 2.8 | -25.0 % | 41.7 %  |
| 12   | 20 | ENNKAR INC           | 22  | 70    | 11.7   | 633.3 % | -24.7 % | 54 | 68    | NATIONWIDE EQUITIES  | 3   | 16     | 2.7 | 0.0 %   | -68.0 % |
| 13   | 11 | CALIVER BEACH MORTGA | 20  | 120   | 20.0   | 0.0 %   | 64.4 %  | 54 | 72    | GUARANTEED RATE AFFI | 3   | 15     | 2.5 | -25.0 % | 200.0 % |
| 14   | 16 | AMERICAN PACIFIC MOR | 17  | 95    | 15.8   | 6.3 %   | -25.8 % | 54 | 93    | GOLDEN EMPIRE MORTGA | 3   | 11     | 1.8 | 200.0 % | 22.2 %  |
| 15   | 15 | SENIOR LENDING CORPO | 14  | 97    | 16.2   | -17.6 % | 61.7 %  | 54 | 103   | EQUITY HOME LENDING  | 3   | 10     | 1.7 | 50.0 %  | 150.0 % |
| 16   | 19 | ALL REVERSE MORTGAGE | 13  | 80    | 13.3   | 0.0 %   | -25.9 % | 54 | 103   | TRI COUNTIES BANK    | 3   | 10     | 1.7 | 200.0 % | 233.3 % |
| 16   | 28 | LOANDEPOTCOM         | 13  | 45    | 7.5    | 62.5 %  | 181.3 % | 54 | 110   | UMORTGAGE LLC        | 3   | 9      | 1.5 | 50.0 %  | 350.0 % |
| 18   | 14 | C2 FINANCIAL CORPORA | 12  | 98    | 16.3   | -47.8 % | 1.0 %   | 54 | 110   | MASON MCDUFFIE MORTG | 3   | 9      | 1.5 | 200.0 % | -52.6 % |
| 19   | 17 | CALCON MUTUAL MORTGA | 11  | 83    | 13.8   | 37.5 %  | -27.2 % | 54 | 110   | POWERHOUSE FUNDING C | 3   | 9      | 1.5 | 200.0 % | 350.0 % |
| 19   | 59 | CORNERSTONE MORTGAGE | 11  | 19    | 3.2    | 266.7 % | 46.2 %  | 54 | 123   | UNITED AMERICAN MORT | 3   | 8      | 1.3 | 50.0 %  | -38.5 % |
| 21   | 23 | CMG MORTGAGE INC     | 10  | 55    | 9.2    | -9.1 %  | 266.7 % | 54 | 137   | NORTHPOINTE BANK     | 3   | 7      | 1.2 | 50.0 %  | 40.0 %  |
| 21   | 29 | INTEGRITY 1ST MORTGA | 10  | 41    | 6.8    | 25.0 %  | -29.3 % | 54 | 154   | PS FINANCIAL SERVICE | 3   | 6      | 1.0 | 200.0 % | 20.0 %  |
| 23   | 13 | ADVISORS MORTGAGE GR | 9   | 99    | 16.5   | -71.0 % | -19.5 % | 54 | 154   | CLEAR MORTGAGE CAPIT | 3   | 6      | 1.0 | 200.0 % | 200.0 % |
| 23   | 23 | CARRINGTON MORTGAGE  | 9   | 55    | 9.2    | -25.0 % | 0.0 %   | 54 | 154   | CHURCHILL MORTGAGE C | 3   | 6      | 1.0 | 200.0 % | -14.3 % |
| 25   | 25 | GMFS LLC             | 8   | 51    | 8.5    | 14.3 %  | 0.0 %   | 54 | 198   | OPTION ONE MORTGAGE  | 3   | 4      | 0.7 | 200.0 % | -42.9 % |
| 25   | 27 | EAST COAST CAPITAL C | 8   | 48    | 8.0    | -11.1 % | 20.0 %  | 54 | 255   | ACRE MORTGAGE & FINA | 3   | 3      | 0.5 | 0.0 %   | 0.0 %   |
| 25   | 29 | AMERICAN MORTGAGE &  | 8   | 41    | 6.8    | -11.1 % | -2.4 %  | 77 | 59    | AMERICAN FINANCIAL N | 2   | 19     | 3.2 | -33.3 % | -53.7 % |
| 25   | 39 | NEXA MORTGAGE LLC    | 8   | 35    | 5.8    | 33.3 %  | -14.6 % | 77 | 68    | E MORTGAGE CAPITAL I | 2   | 16     | 2.7 | -60.0 % | -33.3 % |
| 29   | 22 | NEW AMERICAN FUNDING | 7   | 57    | 9.5    | -46.2 % | 26.7 %  | 77 | 72    | HOMESTEAD MORTGAGE L | 2   | 15     | 2.5 | -50.0 % | 114.3 % |
| 29   | 31 | BARRETT FINANCIAL GR | 7   | 40    | 6.7    | 16.7 %  | 60.0 %  | 77 | 79    | SENIOR FUNDING ASSOC | 2   | 14     | 2.3 | -33.3 % | -30.0 % |
| 29   | 34 | VIP MORTGAGE INC     | 7   | 38    | 6.3    | 75.0 %  | -29.6 % | 77 | 83    | SECURITYNATIONAL MOR | 2   | 13     | 2.2 | 0.0 %   | -38.1 % |
| 29   | 36 | WATERMARK CAPITAL IN | 7   | 36    | 6.0    | 40.0 %  | 5.9 %   | 77 | 87    | JACK TENOLD LLC      | 2   | 12     | 2.0 | -50.0 % | 33.3 %  |
| 33   | 21 | ALL WESTERN MORTGAGE | 6   | 67    | 11.2   | -14.3 % | 39.6 %  | 77 | 93    | MAGNOLIA BANK INC    | 2   | 11     | 1.8 | 0.0 %   | -63.3 % |
| 33   | 26 | FIRST AMERICAN HOME  | 6   | 50    | 8.3    | -14.3 % | 31.6 %  | 77 | 93    | MANN MORTGAGE LLC    | 2   | 11     | 1.8 | 0.0 %   | 10.0 %  |
| 33   | 32 | REVERSE FREEDOM LLC  | 6   | 39    | 6.5    | -25.0 % | -13.3 % | 77 | 103   | DIRECTORS MORTGAGE I | 2   | 10     | 1.7 | 0.0 %   | -44.4 % |
| 33   | 36 | PREMIER REVERSE MORT | 6   | 36    | 6.0    | -40.0 % | -16.3 % | 77 | 110   | PULTE MORTGAGE LLC   | 2   | 9      | 1.5 | -50.0 % | -25.0 % |
| 33   | 36 | UNITED PACIFIC MORTG | 6   | 36    | 6.0    | -25.0 % | 20.0 %  | 77 | 110   | CL PARTNERS LLC      | 2   | 9      | 1.5 | 0.0 %   | 28.6 %  |
| 33   | 40 | THE REVERSE MORTGAGE | 6   | 34    | 5.7    | 200.0 % | -24.4 % | 77 | 110   | KRS CAPITAL PARTNERS | 2   | 9      | 1.5 | 100.0 % | -18.2 % |
| 39   | 53 | NATIONWIDE MORTGAGE  | 5   | 23    | 3.8    | 25.0 %  | -4.2 %  | 77 | 110   | BIG HORIZON MORTGAGE | 2   | 9      | 1.5 | 0.0 %   | 12.5 %  |
| 39   | 65 | COMMUNITY FIRST NATI | 5   | 17    | 2.8    | 150.0 % | 750.0 % | 77 | 123   | SECURITY HOME MORTGA | 2   | 8      | 1.3 | -50.0 % | 33.3 %  |
| 41   | 35 | JET DIRECT FUNDING C | 4   | 37    | 6.2    | -33.3 % | -28.8 % | 77 | 123   | MORIA DEVELOPMENT IN | 2   | 8      | 1.3 | -33.3 % | -38.5 % |
| 41   | 42 | THE FEDERAL SAVINGS  | 4   | 32    | 5.3    | -42.9 % | -39.6 % | 77 | 123   | BOXCAR MORTGAGE LLC  | 2   | 8      | 1.3 | 0.0 %   | 300.0 % |
| 41   | 44 | NORWICH COMMERCIAL G | 4   | 28    | 4.7    | -33.3 % | 55.6 %  | 77 | 123   | NATIONS DIRECT MORTG | 2   | 8      | 1.3 | 100.0 % | 0.0 %   |
| 41   | 44 | PARAMOUNT RESIDENTIA | 4   | 28    | 4.7    | 0.0 %   | 33.3 %  | 77 | 154   | THE MORTGAGE FIRM IN | 2   | 6      | 1.0 | -33.3 % | -57.1 % |
| 41   | 49 | HERITAGE HOME LOANS  | 4   | 25    | 4.2    | 33.3 %  | -57.6 % | 77 | 154   | TOP FLITE FINANCIAL  | 2   | 6      | 1.0 | 0.0 %   | 20.0 %  |
| 41   | 51 | EDGE HOME FINANCE CO | 4   | 24    | 4.0    | -33.3 % | 140.0 % | 77 | 154   | GM MORTGAGE CO INC   | 2   | 6      | 1.0 | 100.0 % | 200.0 % |
| 41   | 53 | INTERCAP LENDING INC | 4   | 23    | 3.8    | 300.0 % | 43.8 %  | 77 | 154   | NATIONS LENDING CORP | 2   | 6      | 1.0 | 100.0 % | 500.0 % |
| 41   | 58 | ARK-LA-TEX FINANCIAL | 4   | 20    | 3.3    | 100.0 % | 42.9 %  | 77 | 154   | SALEM FIVE MORTGAGE  | 2   | 6      | 1.0 | 0.0 %   | -14.3 % |
| 41   | 61 | TJC MORTGAGE INC     | 4   | 18    | 3.0    | 33.3 %  | 80.0 %  | 77 | 154   | GARY MORRIS WESTERMA | 2   | 6      | 1.0 | 0.0 %   | 0.0 %   |
| 41   | 61 | UNIVERSITY BANK      | 4   | 18    | 3.0    | 300.0 % | -47.1 % | 77 | 177   | EMPIRE HOME LOANS IN | 2   | 5      | 0.8 | 100.0 % | 0.0 %   |

### Column Definitions

M = Company ranking for current month endorsement volume  
Y = Company ranking for year to date endorsement volume  
Mth = Current month endorsement volume & growth from prior month  
YTD = Year to date endorsement volume & growth from prior year to date  
Avg = Average year to date monthly volume

\*Year to date volume is tiebreaker for rankings shown



<https://www.rm insight.net/contact/>

Disclaimer: Although a significant effort is made to assure the accuracy and completeness of the information provided, Reverse Market Insight, Inc. makes no express or implied warranty as to the accuracy, adequacy, completeness, legality of the information. Reverse Market Insight, Inc. does not endorse any products or services advertised on this report. We also waive any liability of any loss or damage that may be incurred as a result of the use of such advertised products or services.