

HECM Trends

HECMs Endorsed thru July 2017

Next Release Date: Week 3 of October



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2014	52,949	-13.1 %
2015	56,363	6.4 %
2016	48,732	-13.5 %

YTD	Units	% Chg.
Jul 16	28,164	-15.6 %
Jul 17	33,325	18.3 %

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)

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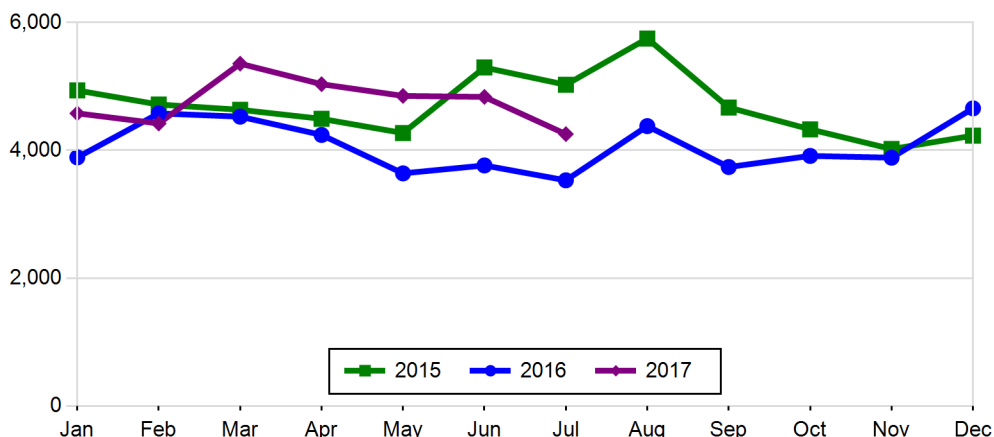
We are happy to assist members of the media with commentary or special data requests

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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	8,009	26.7 %	1	LOS ANGELES	CA	403	30.8 %	
2	Florida	2,937	24.0 %	2	DENVER	CO	334	39.2 %	
3	Texas	2,432	12.3 %	3	SAN DIEGO	CA	289	28.4 %	
4	Colorado	1,812	74.6 %	4	WASHINGTON	DC	233	34.7 %	
5	New York	1,331	4.5 %	5	LAS VEGAS	NV	232	50.6 %	
6	Arizona	1,265	17.7 %	6	HOUSTON	TX	210	-12.1 %	
7	Washington	1,119	40.6 %	7	MIAMI	FL	206	4.6 %	
8	Oregon	834	46.1 %	8	PHOENIX	AZ	180	34.3 %	
9	Pennsylvania	828	6.3 %	9	PORTLAND	OR	176	44.3 %	
10	North Carolina	778	11.1 %	10	AUSTIN	TX	163	14.8 %	
21,345				24.9 %				2,426	
25.4 %									
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,943	30.3 %	1	84790	UT	79	-3.7 %
2	SAN DIEGO	CA	871	38.0 %	2	32162	FL	74	-5.1 %
3	MARICOPA	AZ	771	13.7 %	3	90047	CA	54	116.0 %
4	ORANGE	CA	747	24.3 %	4	95648	CA	50	-13.8 %
5	RIVERSIDE	CA	697	27.7 %	5	20011	DC	49	19.5 %
6	SAN BERNARDINO	CA	409	26.6 %	6	90043	CA	45	66.7 %
7	KING	WA	373	62.9 %	7	80014	CO	42	50.0 %
8	CLARK	NV	361	38.3 %	8	94513	CA	41	28.1 %
9	MIAMI-DADE	FL	342	31.0 %	8	92056	CA	41	20.6 %
10	CONTRA COSTA	CA	337	46.5 %	8	80247	CO	41	925.0 %
6,851				30.5 %				516	
26.2 %									

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2015	2,197	8.8 %
2016	2,104	-4.2 %

Month	Active Originators	% Chg.
Jul 16	594	-17.7 %
Jul 17	701	18.0 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2015	10.6 %	6 %
2016	11.3 %	-1 %

Mth	% Refi	% Chg.
Jul 16	10.0 %	-1 %
Jul 17	16.0 %	6 %

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 (682) 651-5632 for a FREE sample today!

Looking for a Wholesale Reporting Solution?

Our [Wholesale Analytics Report](#) analyzes your customers' volume and identifies and quantifies new/existing wholesale relationships.

Visit us on the web at www.rminsight.net

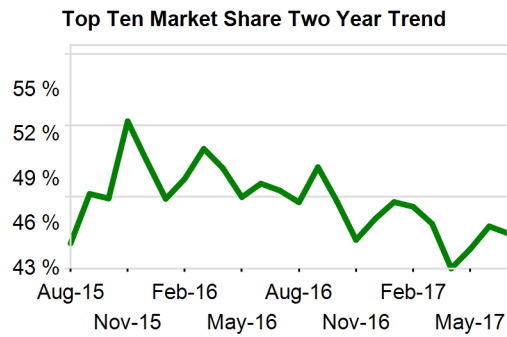
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Competitive Landscape -YTD

Endorsement and Originator Trends



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	6,099
2	0	ONE REVERSE MORTGAGE LL	1,692
3	2	REVERSE MORTGAGE FUNDIN	1,519
4	-1	LIBERTY HOME EQUITY SOL	1,162
5	1	FINANCE OF AMERICA REVE	1,055
6	1	SYNERGY ONE LENDING INC	944
7	2	NATIONWIDE EQUITIES COR	755
8	0	LIVE WELL FINANCIAL INC	636
9	1	HIGHTECHLENDING INC	634
10	2	REVERSE MORTGAGESCOM IN	622
Total:			15,118

Active Originator Rank by Geographic Area

Rank	City	St	Act Origs	Avg. Unit/Mo	Rank	Zip	St	Act Origs	Avg. Unit/Mo
1	LOS ANGELES	CA	159	1.4	1	90043	CA	36	1.0
2	SAN DIEGO	CA	96	1.4	2	90047	CA	34	1.1
3	DENVER	CO	84	1.6	3	92056	CA	32	1.0
4	MIAMI	FL	75	1.4	4	90650	CA	30	1.1
5	LONG BEACH	CA	66	1.1	5	32162	FL	29	1.4
6	SAN JOSE	CA	64	1.4	6	92692	CA	28	1.0
7	RIVERSIDE	CA	63	1.1	7	90746	CA	25	1.0
8	PHOENIX	AZ	60	1.5	8	80247	CO	24	1.2
9	ANAHEIM	CA	57	1.1	8	92057	CA	24	1.1
10	SACRAMENTO	CA	54	1.4	8	92220	CA	24	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	16.8 %
2	UT	5.3 %	2	Opa Locka	FL	15.2 %
3	CA	4.3 %	3	Compton	CA	13.6 %
4	MD	4.0 %	4	Hialeah	FL	11.7 %
5	NV	3.8 %	5	Lady Lake	FL	10.2 %
6	CO	3.8 %	6	Jamaica	NY	10.0 %
7	OR	3.6 %	7	Portsmouth	VA	9.7 %
8	CT	3.3 %	8	Washington	DC	9.3 %
9	NJ	3.3 %	9	Sun City	CA	9.2 %
10	FL	3.3 %	10	Moreno Valley	CA	9.1 %

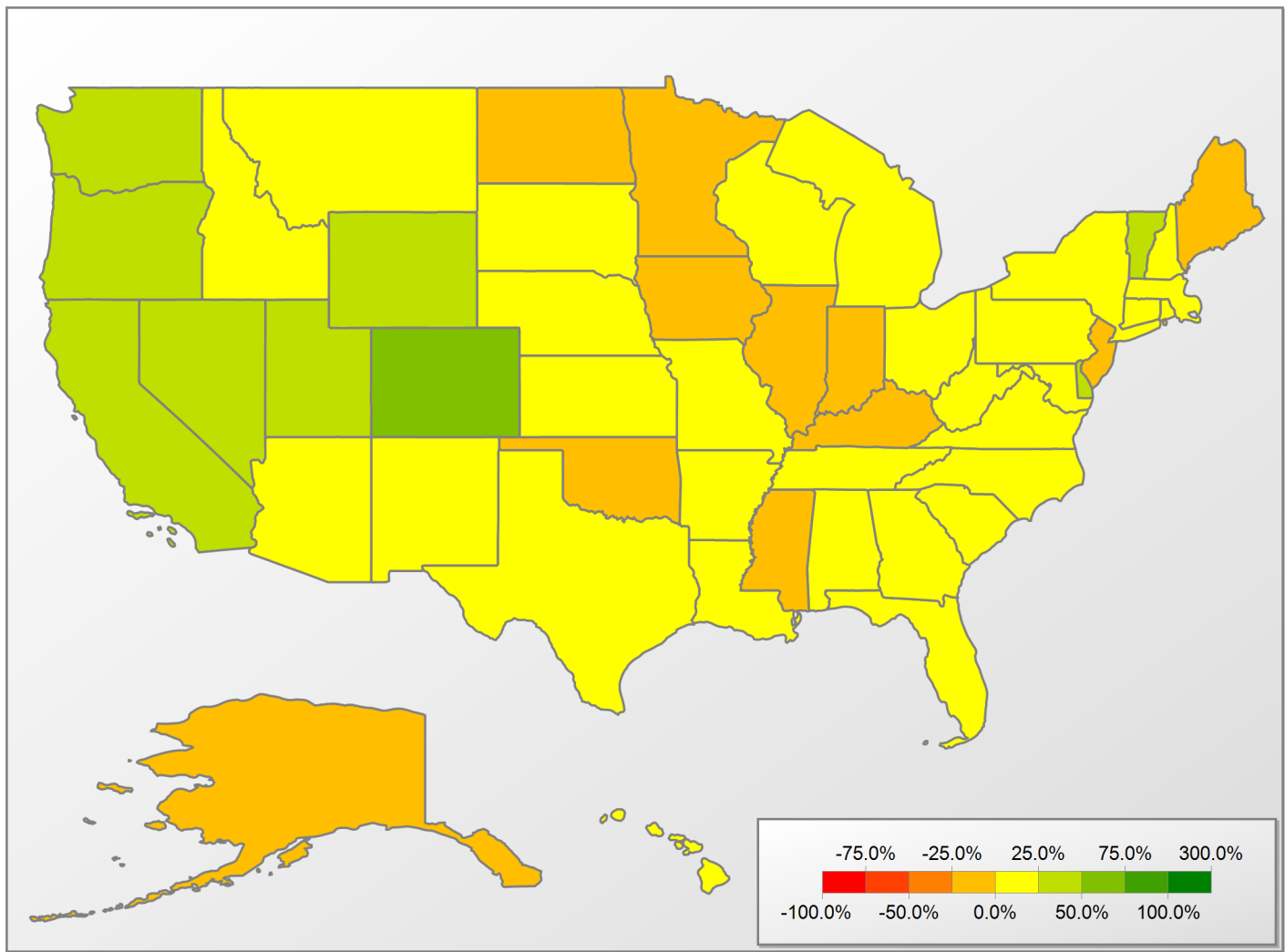
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SPOKANE	WA	\$267	\$74	1	43123	OH	\$297	\$95
2	INGLEWOOD	CA	\$523	\$66	2	92056	CA	\$488	\$90
3	PLANO	TX	\$294	\$64	3	80003	CO	\$347	\$83
4	VANCOUVER	WA	\$304	\$60	4	94565	CA	\$394	\$79
5	WESTMINSTER	CO	\$316	\$59	5	92260	CA	\$417	\$79
6	NEW ORLEANS	LA	\$302	\$57	6	90018	CA	\$565	\$69
7	LA MESA	CA	\$536	\$57	7	89027	NV	\$329	\$69
8	HAYWARD	CA	\$557	\$56	8	20019	DC	\$310	\$67
9	OCEANSIDE	CA	\$464	\$53	9	92026	CA	\$456	\$65
10	SEATTLE	WA	\$537	\$53	10	92111	CA	\$544	\$61

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	LOS ANGELES	CA	\$205,637	\$55,311	1	90047	CA	\$22,157	\$12,737
2	SAN DIEGO	CA	\$147,476	\$34,474	2	90746	CA	\$16,116	\$11,289
3	WASHINGTON	DC	\$114,952	\$32,791	3	90043	CA	\$23,504	\$9,784
4	DENVER	CO	\$114,113	\$31,470	4	90650	CA	\$16,728	\$9,109
5	LONG BEACH	CA	\$56,004	\$25,677	5	93063	CA	\$12,212	\$8,867
6	OAKLAND	CA	\$53,354	\$25,149	6	90638	CA	\$14,087	\$8,525
7	PORTLAND	OR	\$70,521	\$23,521	7	92675	CA	\$12,731	\$7,976
8	LAS VEGAS	NV	\$63,033	\$23,396	8	80247	CO	\$8,424	\$7,715
9	AURORA	CO	\$47,256	\$22,840	9	93446	CA	\$12,583	\$7,210
10	ANAHEIM	CA	\$47,616	\$18,736	10	43082	OH	\$9,317	\$7,177

YTD Endorsement Growth Heatmap



Definitions

Active originators:

Count - Number of originators with at least one endorsement in the given time period.

Percent Change - The percentage change in the count of active originators period over period.

Average Loans per originator:

Count of endorsements in a given month divided by the number of active originators in the same month. An overall average per originator is then calculated for all months in the same period.

Market Share:

A measure of success in a market relative to other originators. Percent of total endorsements originated by a given originator.

Penetration:

Percent of Target Market with an active Reverse Mortgage in service as of report date.

Rank by originator:

Originator 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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