

HECM Trends

HECMs Endorsed thru March 2016

Next Release Date: Week 3 of June



REVERSE MARKET
INSIGHT

Endorsement Growth Rate

Year	Units	% Chg.
2013	60,929	15.2 %
2014	52,949	-13.1 %
2015	56,363	6.4 %

YTD	Units	% Chg.
Mar 15	14,286	-3.6 %
Mar 16	12,992	-9.1 %

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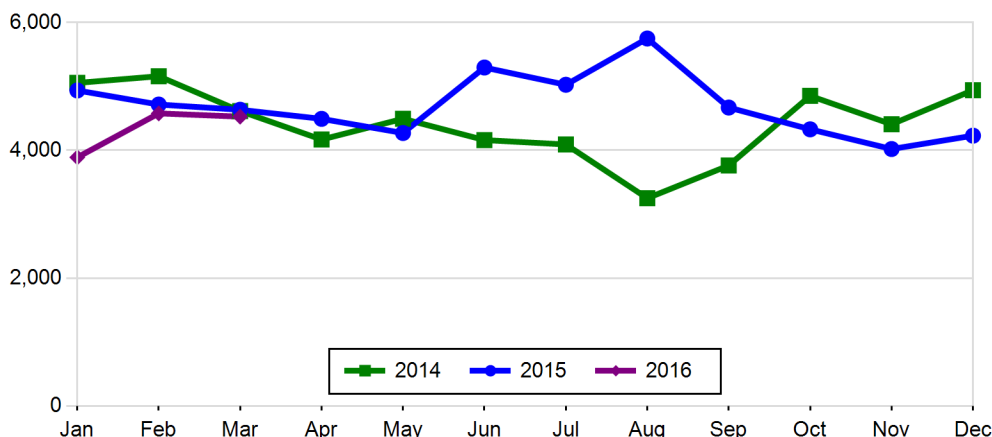
Media Inquiries:
We are happy to assist members of the media with commentary or special data requests

John K. Lunde, President
john@rminsight.net

Ph.: (949) 429-0452

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	2,971	6.2 %	1	LOS ANGELES	CA	143	1.4 %	
2	Florida	1,043	-7.9 %	2	SAN DIEGO	CA	113	8.7 %	
3	Texas	959	-8.0 %	3	HOUSTON	TX	111	13.3 %	
4	New York	594	-33.2 %	4	WASHINGTON	DC	83	-27.2 %	
5	Arizona	470	8.8 %	5	MIAMI	FL	77	-31.3 %	
6	Colorado	456	43.8 %	5	LAS VEGAS	NV	77	-11.5 %	
7	Washington	378	20.4 %	7	DENVER	CO	75	47.1 %	
8	Pennsylvania	335	-35.5 %	8	CHICAGO	IL	73	-7.6 %	
8	North Carolina	335	-4.8 %	9	BROOKLYN	NY	70	-39.7 %	
8	New Jersey	335	-24.0 %	10	SAN JOSE	CA	68	1.5 %	
7,876				-4.4 %	890				-8.2 %
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	718	3.3 %	1	84790	UT	36	-2.7 %
2	MARICOPA	AZ	296	15.6 %	2	32162	FL	35	-7.9 %
3	SAN DIEGO	CA	282	3.3 %	3	20011	DC	22	-8.3 %
4	ORANGE	CA	279	7.7 %	3	85375	AZ	22	46.7 %
5	RIVERSIDE	CA	253	-3.4 %	5	95409	CA	19	216.7 %
6	HARRIS	TX	158	5.3 %	6	92692	CA	18	50.0 %
6	SAN BERNARDINO	CA	158	-1.3 %	6	95648	CA	18	-10.0 %
8	COOK	IL	146	-13.6 %	8	20002	DC	17	-10.5 %
9	MIAMI-DADE	FL	122	-20.3 %	9	84770	UT	16	33.3 %
10	CLARK	NV	121	-12.3 %	10	92056	CA	15	36.4 %
2,533				0.7 %	218				12.4 %

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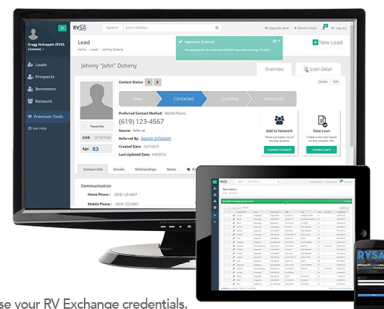
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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2014	2,049	5.6 %
2015	2,223	8.5 %

Month	Active Originators	% Chg.
Mar 15	674	-2.5 %
Mar 16	677	0.4 %

Refinance Transactions
(% of endorsements)

Year	% Refi	% Chg.
2014	5 %	15 %
2015	11 %	121 %

Mth	% Refi	% Chg.
Mar 15	10 %	193 %
Mar 16	11 %	4 %

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!

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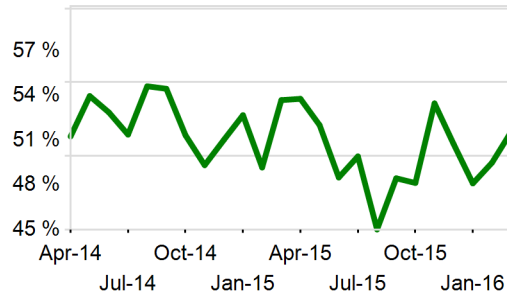
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Competitive Landscape -YTD

Endorsement and Originator Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	2,175
2	0	ONE REVERSE MORTGAGE LL	939
3	0	RMS/SECURITY ONE LENDIN	884
4	0	LIBERTY HOME EQUITY SOL	604
5	4	REVERSE MORTGAGE FUNDIN	375
6	-1	FINANCE OF AMERICA REVE	360
7	475	SYNERGY ONE LENDING INC	330
8	-1	LIVE WELL FINANCIAL INC	294
9	17	NATIONWIDE EQUITIES COR	257
10	2	HIGH TECH LENDING INC	211
Total:			6,429

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	79	1.4	1	32162	FL	17	1.4
2	SAN DIEGO	CA	55	1.4	2	92692	CA	16	1.1
3	MIAMI	FL	41	1.4	3	92056	CA	14	1.1
4	SAN JOSE	CA	37	1.4	4	85375	AZ	13	1.3
5	BROOKLYN	NY	33	1.4	4	90016	CA	13	1.2
6	WASHINGTON	DC	32	1.7	4	95409	CA	13	1.1
7	DENVER	CO	29	1.6	4	84770	UT	13	1.1
8	HOUSTON	TX	28	2.1	8	20002	DC	12	1.2
9	PHOENIX	AZ	27	1.6	8	92128	CA	12	1.1
10	PORTLAND	OR	26	1.4	8	90660	CA	12	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.3 %	1	Opa Locka	FL	15.9 %
2	UT	5.1 %	2	Saint George	UT	15.2 %
3	CA	4.1 %	3	Compton	CA	13.6 %
4	MD	4.1 %	4	Hialeah	FL	12.1 %
5	NV	3.7 %	5	Portsmouth	VA	10.2 %
6	OR	3.5 %	6	Jamaica	NY	10.1 %
7	CO	3.4 %	7	Lady Lake	FL	9.9 %
8	CT	3.3 %	8	Washington	DC	9.4 %
9	NJ	3.3 %	9	Chesapeake	VA	9.1 %
10	FL	3.3 %	10	Norfolk	VA	8.8 %

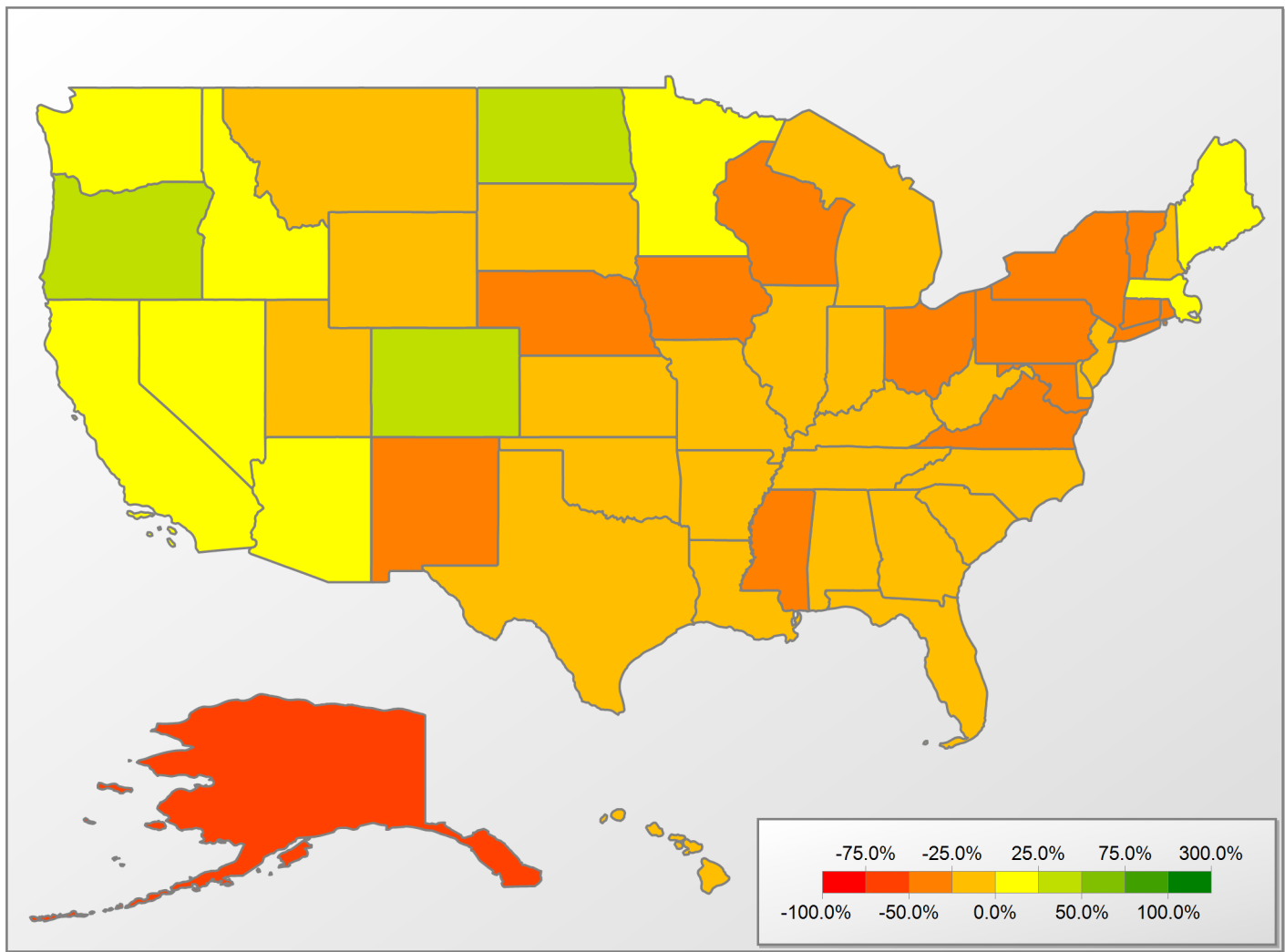
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	CAMARILLO	CA	\$510	\$104	1	80504	CO	\$375	\$157
2	SAINT LOUIS	MO	\$206	\$86	2	92203	CA	\$389	\$114
3	RENO	NV	\$343	\$83	3	95409	CA	\$568	\$97
4	BRONX	NY	\$489	\$79	4	92253	CA	\$474	\$96
5	PORTLAND	OR	\$391	\$79	5	93012	CA	\$464	\$93
6	TULSA	OK	\$200	\$77	6	94546	CA	\$614	\$89
7	NAPLES	FL	\$369	\$73	7	92117	CA	\$548	\$62
8	RIVERSIDE	CA	\$377	\$71	8	95135	CA	\$550	\$60
9	JACKSONVILLE	FL	\$255	\$69	9	91701	CA	\$472	\$57
10	CAPE CORAL	FL	\$270	\$67	10	83709	ID	\$240	\$55

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	DENVER	CO	\$26,894	\$11,215	1	95409	CA	\$10,801	\$7,975
2	RENO	NV	\$13,733	\$8,535	2	92647	CA	\$5,588	\$4,378
3	HUNTINGTON BEACH	CA	\$18,599	\$7,826	3	92692	CA	\$10,150	\$3,582
4	AURORA	CO	\$11,227	\$7,777	4	93010	CA	\$5,126	\$3,550
5	PORTLAND	OR	\$18,783	\$7,524	5	92203	CA	\$4,281	\$3,457
6	SCOTTSDALE	AZ	\$16,376	\$7,130	6	92111	CA	\$5,093	\$3,388
7	WHITTIER	CA	\$11,758	\$7,051	7	85260	AZ	\$3,847	\$3,227
8	SAN DIEGO	CA	\$55,157	\$6,755	8	94941	CA	\$5,630	\$3,128
9	ANAHEIM	CA	\$15,483	\$6,578	9	95135	CA	\$5,497	\$3,049
10	SANTA ROSA	CA	\$19,033	\$4,467	10	95667	CA	\$3,993	\$2,742

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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