

Industry Data and Trends

Data as of May 2010

Next Release Date: Week 3 of July



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.
May 09	50,216	2.1 %
May 10	30,512	-39.2 %

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)

Product/Solution Inquiries:

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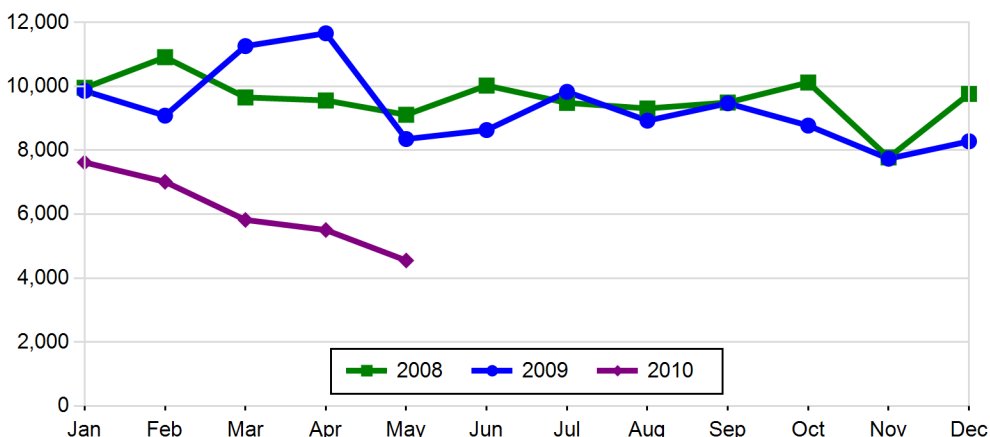
We are happy to assist members of the media with commentary or special data requests

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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	4,185	-36.3 %	1	BALTIMORE	MD	578	12.2 %	
2	Florida	2,872	-55.6 %	2	CHICAGO	IL	523	-34.0 %	
3	Texas	2,425	-27.5 %	3	MIAMI	FL	392	-58.3 %	
4	New York	1,720	-34.5 %	4	PHILADELPHIA	PA	327	-9.2 %	
5	Maryland	1,396	-23.4 %	5	WASHINGTON	DC	254	-10.2 %	
6	New Jersey	1,162	-33.6 %	6	HOUSTON	TX	253	-13.4 %	
7	Illinois	1,129	-39.6 %	7	BROOKLYN	NY	231	-25.2 %	
8	Virginia	1,124	-40.0 %	8	LOS ANGELES	CA	222	-45.2 %	
9	Pennsylvania	1,057	-36.0 %	9	SAN ANTONIO	TX	159	-28.4 %	
10	Washington	862	-37.3 %	10	SAINT LOUIS	MO	141	-38.4 %	
17,932				3,080				-29.1 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,169	-34.2 %	1	21215	MD	87	-2.2 %
2	COOK	IL	762	-38.8 %	2	21216	MD	61	56.4 %
3	MIAMI-DADE	FL	624	-60.3 %	3	21229	MD	60	17.6 %
4	BALTIMORE CITY	MD	509	24.1 %	3	21218	MD	60	87.5 %
5	ORANGE	CA	449	-31.5 %	5	20011	DC	55	-14.1 %
6	HARRIS	TX	377	-6.5 %	6	60628	IL	54	-44.9 %
7	SAN DIEGO	CA	372	-30.3 %	7	60620	IL	49	-35.5 %
8	PHILADELPHIA	PA	327	-9.2 %	8	32162	FL	42	-50.6 %
9	MARICOPA	AZ	326	-64.2 %	9	21213	MD	41	156.3 %
10	SUFFOLK	NY	304	-32.4 %	9	60636	IL	41	-10.9 %
5,219				550				-7.7 %	

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Lender Growth Rate
(unique active lender in period)

Year	Active Lenders	% Chg.
2008	2,948	76.3 %
2009	3,133	6.3 %

Month	Active Lenders	% Chg.
May 09	993	-2.8 %
May 10	624	-37.2 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
May 09	8 %	74 %
May 10	5 %	-64 %

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 (949) 429-0452 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.

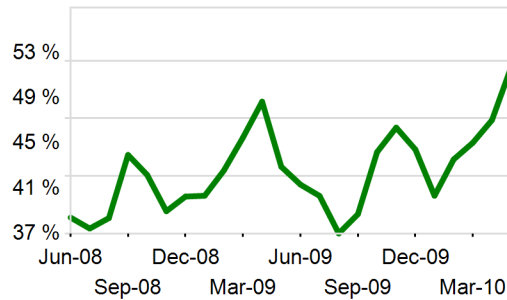
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Competitive Landscape -YTD

Endorsement and Lender Trends

Top Ten Market Share Two Year Trend



Rank	Chg	Lender	Units
1	0	WELLS FARGO BANK NA	5,799
2	0	BANK OF AMERICA NA CHAR	2,628
3	2	ONE REVERSE MORTGAGE LL	1,118
4	2	METLIFE BANK	898
5	3	URBAN FINANCIAL GROUP	694
6	-3	FINANCIAL FREEDOM ACQUI	545
7	0	GENERATION MORTGAGE COM	538
8	7	GUARDIAN FIRST FUNDING	499
9	2	1st AAA Reverse Mortgag	456
10	19	NET EQUITY FINANCIAL IN	348
Total:			13,523

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	90	2.3	1	60628	IL	26	1.4
2	CHICAGO	IL	89	2.9	2	20011	DC	25	1.4
3	LOS ANGELES	CA	79	1.6	3	60620	IL	22	1.4
4	BALTIMORE	MD	57	4.8	3	33165	FL	22	1.1
4	PHILADELPHIA	PA	57	2.6	5	11203	NY	21	1.1
6	SAN DIEGO	CA	53	1.6	6	21215	MD	18	2.3
7	BROOKLYN	NY	52	2.0	6	32162	FL	18	1.5
8	WASHINGTON	DC	48	2.4	8	60617	IL	17	1.5
9	JACKSONVILLE	FL	43	1.4	8	92646	CA	17	1.1
10	DALLAS	TX	42	1.7	8	20019	DC	17	1.1

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	7.8 %	1	Opa Locka	FL	17.4 %
2	MD	4.0 %	2	Compton	CA	14.1 %
3	NV	4.0 %	3	Hialeah	FL	12.4 %
4	CA	3.9 %	4	Apple Valley	CA	8.9 %
5	UT	3.9 %	5	Hesperia	CA	8.8 %
6	OR	3.6 %	6	Sun City	CA	8.7 %
7	CO	3.4 %	7	Portsmouth	VA	8.5 %
8	FL	3.4 %	8	Moreno Valley	CA	8.4 %
9	CT	3.1 %	9	Miami	FL	8.3 %
10	HI	3.0 %	10	Detroit	MI	8.0 %

Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	TORRANCE	CA	\$550	\$130	1	60636	IL	\$213	\$26
2	SANTA BARBARA	CA	\$612	\$113	2	21216	MD	\$155	\$21
3	PASADENA	CA	\$535	\$107	3	60621	IL	\$239	\$16
4	GLENDALE	CA	\$538	\$100	4	21213	MD	\$136	\$10
5	HUNTINGTON BEACH	CA	\$553	\$100	5	21229	MD	\$162	\$9
6	THOUSAND OAKS	CA	\$553	\$99	6	21217	MD	\$189	\$8
7	COSTA MESA	CA	\$550	\$88	7	21207	MD	\$209	\$7
8	BERKELEY	CA	\$567	\$87	8	20020	DC	\$284	\$6
9	SAN FRANCISCO	CA	\$582	\$84	9	11203	NY	\$441	\$6
10	SAN JOSE	CA	\$533	\$83	10	21215	MD	\$170	\$3

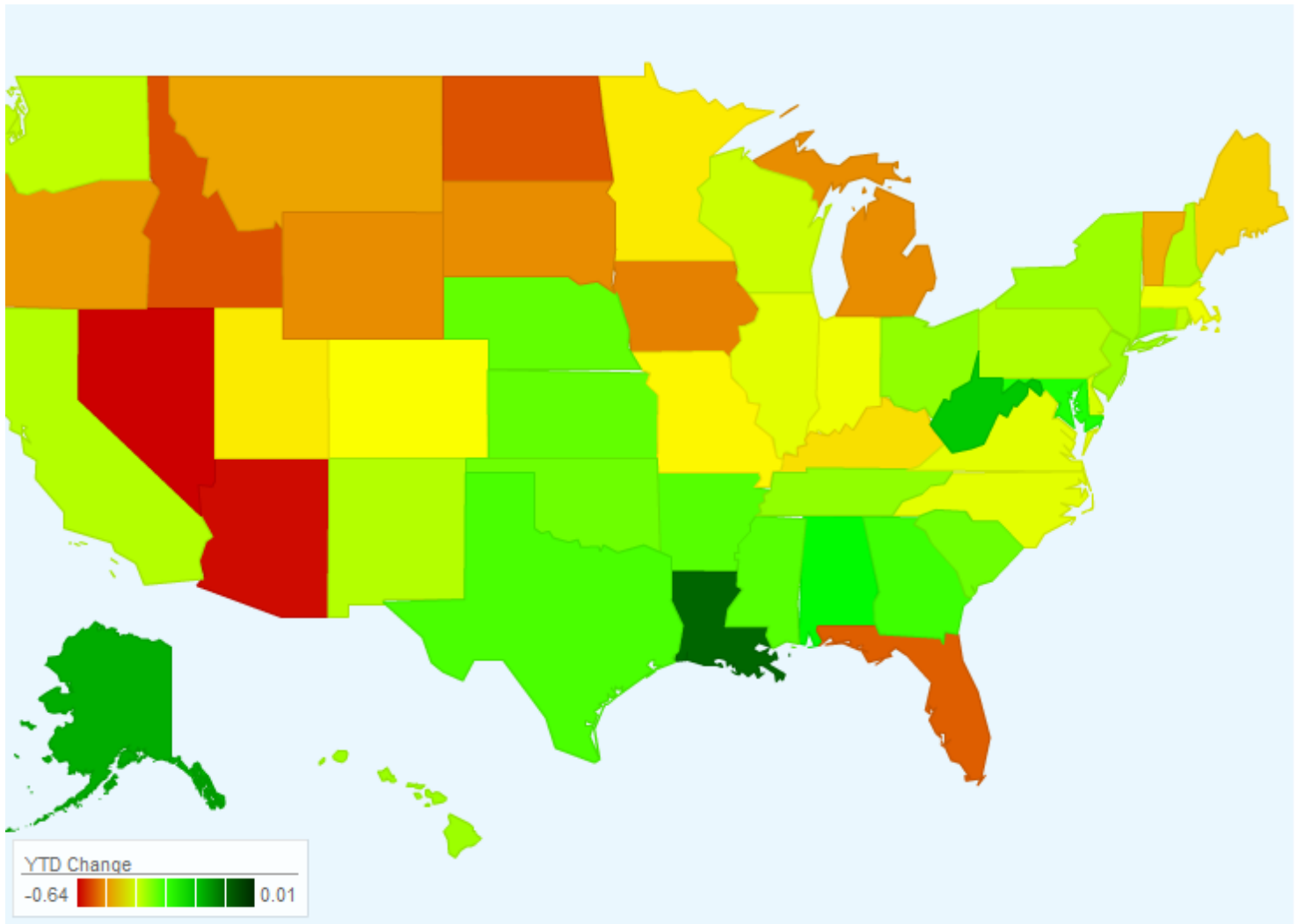
Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	SANTA BARBARA	CA	\$17,136	\$9,658	1	21218	MD	\$10,535	\$4,953
2	NEW ORLEANS	LA	\$21,423	\$8,271	2	21216	MD	\$9,433	\$4,240
3	BALTIMORE	MD	\$102,252	\$6,874	3	21213	MD	\$5,556	\$3,541
4	BERKELEY	CA	\$15,876	\$6,280	4	21229	MD	\$9,731	\$1,908
5	SAN FRANCISCO	CA	\$51,215	\$5,902	5	21217	MD	\$6,417	\$1,900
6	ATHENS	GA	\$4,464	\$2,814	6	60636	IL	\$8,728	\$142
7	PASADENA	CA	\$20,860	\$2,461	7	21215	MD	\$14,776	(\$43)
8	THOUSAND OAKS	CA	\$14,920	\$2,228	8	20019	DC	\$6,234	(\$78)
9	GLENDALE	CA	\$13,994	\$2,163	9	20020	DC	\$7,962	(\$104)
10	HUNTINGTON BEACH	CA	\$30,434	\$1,860	10	60621	IL	\$8,139	(\$139)

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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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