

HECM Trends

HECMs Endorsed thru August 2016

Next Release Date: Week 3 of November



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.
Aug 15	39,117	11.8 %
Aug 16	32,542	-16.8 %

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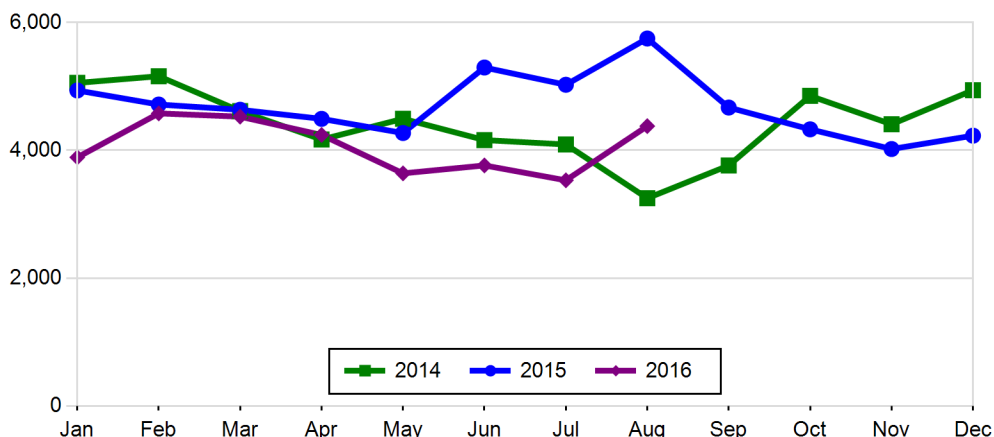
We are happy to assist members of the media with commentary or special data requests

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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	7,290	-7.9 %	1	LOS ANGELES	CA	512	24.0 %	
2	Florida	2,783	-17.1 %	2	SAN DIEGO	CA	300	7.5 %	
3	Texas	2,496	-10.6 %	3	DENVER	CO	285	55.7 %	
4	New York	1,469	-36.3 %	4	HOUSTON	TX	236	-12.9 %	
5	Colorado	1,259	32.9 %	5	MIAMI	FL	218	-38.9 %	
6	Arizona	1,230	-3.0 %	6	WASHINGTON	DC	176	-44.3 %	
7	Washington	925	2.0 %	7	LAS VEGAS	NV	165	-23.6 %	
8	Pennsylvania	890	-36.8 %	8	BROOKLYN	NY	160	-42.9 %	
9	New Jersey	825	-35.6 %	9	AUSTIN	TX	143	9.2 %	
10	North Carolina	807	-12.9 %	10	PORTLAND	OR	136	14.3 %	
19,974				2,331				-9.1 %	
Rank	County	St	Units	Growth	Rank	Zip	St	Units	Growth
1	LOS ANGELES	CA	1,712	-15.2 %	1	84790	UT	95	-12.0 %
2	MARICOPA	AZ	784	5.4 %	2	32162	FL	87	-29.8 %
3	SAN DIEGO	CA	716	-8.0 %	3	95648	CA	65	12.1 %
4	ORANGE	CA	691	-1.3 %	4	20011	DC	46	-43.9 %
5	RIVERSIDE	CA	636	-14.7 %	5	85375	AZ	43	7.5 %
6	HARRIS	TX	396	-2.0 %	6	92692	CA	41	10.8 %
7	SAN BERNARDINO	CA	374	-12.8 %	7	94513	CA	39	116.7 %
8	COOK	IL	334	-34.0 %	8	85374	AZ	37	85.0 %
9	MIAMI-DADE	FL	324	-30.6 %	8	92056	CA	37	19.4 %
10	CLARK	NV	302	-17.0 %	10	08757	NJ	36	24.1 %
6,269				-12.4 %	526				-3.8 %

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Originator Growth Rate
(unique origination companies in period)

Year	Active Originators	% Chg.
2014	2,022	4.8 %
2015	2,198	8.7 %

Month	Active Originators	% Chg.
Aug 15	849	51.9 %
Aug 16	632	-25.6 %

Refinance Transactions
(% of endorsements)

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

Mth	% Refi	% Chg.
Aug 15	11 %	292 %
Aug 16	11 %	-28 %

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

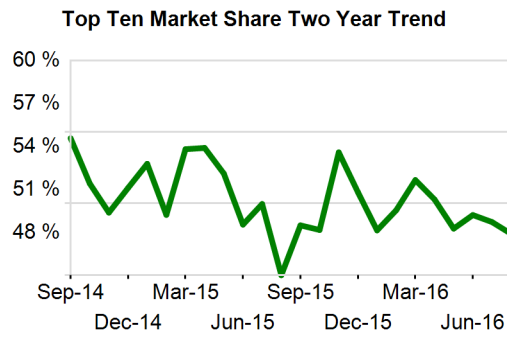
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Competitive Landscape -YTD

Endorsement and Originator Trends



Rank	Chg	Originator	Units
1	0	AMERICAN ADVISORS GROUP	5,721
2	0	ONE REVERSE MORTGAGE LL	2,422
3	4	REVERSE MORTGAGE FUNDIN	1,334
4	0	LIBERTY HOME EQUITY SOL	1,311
5	-2	RMS/SECURITY ONE LENDIN	1,137
6	-1	FINANCE OF AMERICA REVE	937
7	56	SYNERGY ONE LENDING INC	861
8	0	LIVE WELL FINANCIAL INC	693
9	15	NATIONWIDE EQUITIES COR	691
10	1	HIGHTECHLENDING INC	679
Total:			15,786

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	177	1.4	1	92692	CA	30	1.1
2	SAN DIEGO	CA	96	1.4	2	32162	FL	28	1.5
3	RIVERSIDE	CA	76	1.1	2	90043	CA	28	1.1
4	MIAMI	FL	73	1.5	4	92056	CA	27	1.1
5	DENVER	CO	68	1.7	5	95648	CA	25	1.4
6	ORANGE	CA	63	1.1	5	90047	CA	25	1.0
7	SAN JOSE	CA	55	1.4	7	92128	CA	24	1.0
8	BROOKLYN	NY	51	1.5	8	90016	CA	23	1.1
9	SACRAMENTO	CA	50	1.2	8	92211	CA	23	1.1
10	PORTLAND	OR	48	1.4	10	95747	CA	22	1.0

Penetration Rank by Geographic Area

Rank	State	Penetration	Rank	City	State	Penetration
1	DC	8.2 %	1	Saint George	UT	15.8 %
2	UT	5.1 %	2	Opa Locka	FL	15.7 %
3	CA	4.1 %	3	Compton	CA	13.5 %
4	MD	4.1 %	4	Hialeah	FL	12.0 %
5	NV	3.7 %	5	Jamaica	NY	10.1 %
6	OR	3.5 %	6	Portsmouth	VA	10.0 %
7	CO	3.5 %	7	Lady Lake	FL	10.0 %
8	CT	3.3 %	8	Washington	DC	9.3 %
9	NJ	3.3 %	9	Chesapeake	VA	9.0 %
10	FL	3.3 %	10	Moreno Valley	CA	9.0 %

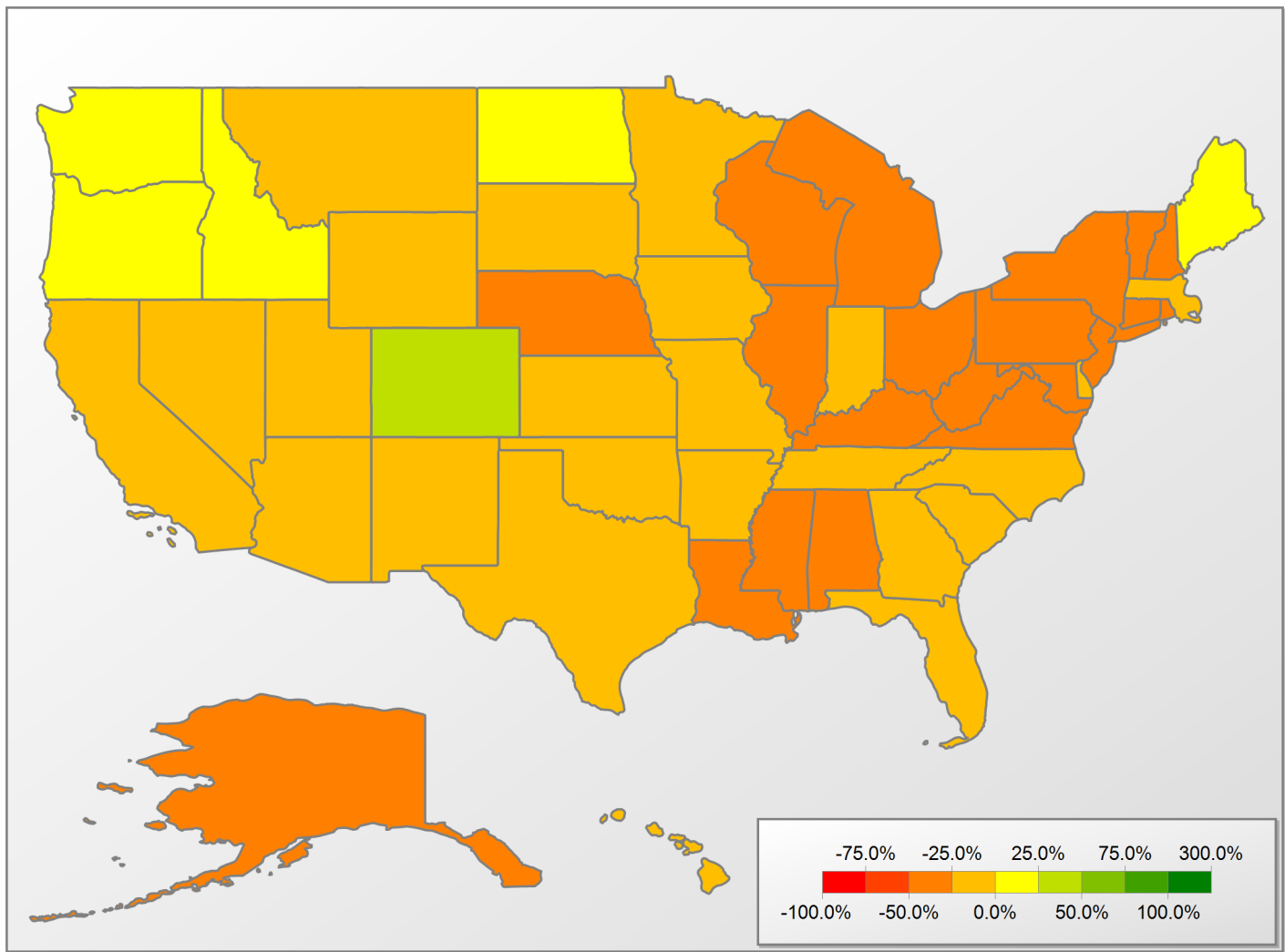
Geography Rank by Avg MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	MARICOPA	AZ	\$278	\$111	1	95135	CA	\$565	\$60
2	SAN BERNARDINO	CA	\$296	\$81	2	90043	CA	\$519	\$54
3	STOCKTON	CA	\$268	\$71	3	94513	CA	\$489	\$48
4	PORTLAND	OR	\$385	\$60	4	90047	CA	\$379	\$47
5	OAKLAND	CA	\$512	\$59	5	85374	AZ	\$257	\$43
6	SEATTLE	WA	\$489	\$59	6	93012	CA	\$444	\$41
7	CAMARILLO	CA	\$496	\$56	7	34748	FL	\$181	\$40
8	JACKSONVILLE	FL	\$255	\$55	8	95747	CA	\$426	\$38
9	CHARLOTTE	NC	\$261	\$51	9	85375	AZ	\$238	\$37
10	NASHVILLE	TN	\$272	\$50	10	92692	CA	\$562	\$35

Geography Rank by Total MCA Growth

Rank	City	St	MCA \$(000)	Growth \$(000)	Rank	Zip	St	MCA \$(000)	Growth \$(000)
1	LOS ANGELES	CA	\$253,692	\$60,483	1	94513	CA	\$19,054	\$11,124
2	DENVER	CO	\$98,842	\$41,614	2	93010	CA	\$13,754	\$8,886
3	ORANGE	CA	\$60,164	\$37,515	3	95409	CA	\$18,949	\$7,587
4	MARICOPA	AZ	\$32,576	\$30,739	4	80014	CO	\$6,787	\$5,926
5	RIVERSIDE	CA	\$46,626	\$17,758	5	98382	WA	\$9,533	\$5,807
6	SAN DIEGO	CA	\$150,985	\$15,024	6	85374	AZ	\$9,509	\$5,232
7	SANTA CLARA	CA	\$24,575	\$14,567	7	92128	CA	\$14,780	\$5,105
8	PORTLAND	OR	\$52,407	\$13,749	8	95135	CA	\$14,122	\$5,028
9	AURORA	CO	\$26,531	\$13,129	9	92646	CA	\$16,917	\$4,982
10	SAN BERNARDINO	CA	\$19,837	\$12,522	10	85395	AZ	\$9,599	\$4,050

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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