

Released April 2, 2012

Data Courtesy of Reverse Market Insight

March 2012 Top 100 HECM Lenders (Retail)

Note: Some Lenders Ranks are the same / tied for production / Some Rank #'s are Identical / [Click to support sponsors](#)



Shaded Lenders Sponsors of Reverse Fortunes or HECMWorld.com

Rank	Lender	Loans Month	Loans YTD	% Market Share	% change Month	% change YTD
1	METLIFE BANK	929	3,440	21.21%	-17.93%	116.08%
2	ONE REVERSE MORTGAGE LLC	384	1,240	8.77%	-7.91%	22.17%
3	GENWORTH FINANCIAL HM EQUITY A	345	1,374	7.87%	-46.35%	373.79%
4	GENERATION MORTGAGE COMPANY	241	753	5.5%	-9.74%	68.08%
5	AMERICAN ADVISORS GROUP	238	651	5.43%	27.96%	95.5%
6	SECURITY ONE LENDING	234	695	5.34%	-2.9%	193.25%
7	URBAN FINANCIAL GROUP	224	928	5.11%	-36.0%	83.76%
8	SUN WEST MORTGAGE CO INC	139	376	3.17%	-12.58%	496.83%
9	THE FIRST NATIONAL BANK LAYTON	126	405	2.88%	-14.29%	240.34%
10	REVERSE MORTGAGE USA INC	101	293	2.31%	-9.01%	23.63%

The Best Advice for a Better Life
VOTED THE BEST LEAD PROVIDER BY REVERSE MORTGAGE DAILY, 2011.
 Find out more about the most trusted brand in the industry!

RMS. YOUR NEW PATH TO SUCCESS
Wholesale Lending • Correspondent Lending • Aggregation Partnering • Technology Leader

SECURITY LENDING
 Specializing in Reverse Mortgages

11	NEW DAY FINANCIAL LLC	58	194	1.32%	-10.77%	16.17%
12	M & T BANK	45	167	1.03%	-19.64%	-2.91%
13	GREAT OAK LENDING	44	78	1.0%	109.52%	-46.94%
14	PLAZA HOME MORTGAGE INC	35	93	0.8%	40.0%	190.63%
15	SENIOR MORTGAGE BANKERS INC	34	127	0.78%	-17.07%	-7.3%
16	NET EQUITY FINANCIAL INC	33	88	0.75%	-2.94%	-46.34%
17	MONEY HOUSE INC	30	119	0.68%	-16.67%	-16.78%
18	CHERRY CREEK MORTGAGE CO INC	29	179	0.66%	-50.85%	179.69%
19	ASSOCIATED MORTGAGE BANKERS I	28	76	0.64%	-15.15%	7,500.0%
19	NATIONWIDE EQUITIES CORPORATIO	28	91	0.64%	-49.09%	82.0%
21	REVERSE MORTGAGE SOLUTIONS INC	27	64	0.62%	125.0%	45.45%
21	OPEN MORTGAGE LLC	27	72	0.62%	28.57%	71.43%
21	ATLANTIC BAY MORTGAGE GROUP LL	27	75	0.62%	-37.21%	257.14%
24	COMMUNITY FIRST BANK	25	42	0.57%	150.0%	425.0%

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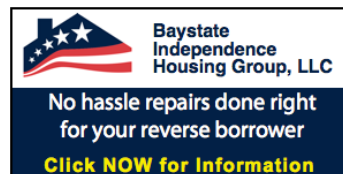
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You think all national
 AMCs are the same?



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25	MAS ASSOCIATES LLC	23	63	0.52%	35.29%	14.55%
26	MAVERICK FUNDING CORP	22	62	0.5%	29.41%	
26	GMFS LLC	22	69	0.5%	-8.33%	137.93%
28	TOWNEBANK	20	45	0.46%	17.65%	246.15%
28	SIDUS FINANCIAL LLC	20	57	0.46%	122.22%	171.43%
30	UNITED NORTHERN MORTGAGE BANKE	18	55	0.41%	-5.26%	150.0%
30	ASPIRE FINANCIAL INC	18	76	0.41%	-37.93%	24.59%
32	FIRSTBANK	17	58	0.39%	13.33%	
32	ROYAL UNITED MORTGAGE LLC	17	95	0.39%	-63.83%	55.74%
34	VAN DYK MORTGAGE CORPORATION	15	29	0.34%	66.67%	81.25%
34	AMERICAN PACIFIC MORTGAGE	15	33	0.34%	36.36%	-5.71%
36	HIGH TECH LENDING INC	14	34	0.32%	27.27%	142.86%
37	VIG MORTGAGE CORP	13	30	0.3%	44.44%	15.38%
37	CONTOUR MORTGAGE CORPORATION	13	51	0.3%	-43.48%	628.57%
37	MCM HOLDINGS INC	13	90	0.3%	0.0%	429.41%
40	FIRST LIBERTY FINANCIAL GROUP LLC	12	20	0.27%	50.0%	900.0%
40	JAMES B NUTTER AND COMPANY	12	28	0.27%	100.0%	21.74%
40	AXIA FINANCIAL LLC	12	34	0.27%	9.09%	385.71%
40	STERLING SAVINGS BANK	12	47	0.27%	-36.84%	213.33%
40	GREENLIGHT FINANCIAL SERVICES	12	52	0.27%	-63.64%	5,100.0%
45	CONTINENTAL HOME LOANS INC	10	27	0.23%	-23.08%	237.5%
45	TOP FLITE FINANCIAL INC	10	30	0.23%	-9.09%	150.0%
45	PRIMARY RESIDENTIAL MORTGAGE INC	10	30	0.23%	-9.09%	15.38%
45	VANGUARD FUNDING LLC	10	32	0.23%	0.0%	146.15%
45	WEST TOWN SAVINGS BANK	10	41	0.23%	-44.44%	127.78%
45	NETWORK FUNDING LP	10	46	0.23%	-33.33%	27.78%



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51	WCS FUNDING GROUP	9	10	0.21%	800.0%	42.86%
51	MAIN STREET FINANCIAL INC	9	15	0.21%	200.0%	650.0%
51	SOUTHERN TRUST MORTGAGE LLC	9	20	0.21%	50.0%	81.82%
51	PEOPLES BANK	9	21	0.21%	0.0%	950.0%
51	VALUE FINANCIAL MORTGAGE SERVI	9	32	0.21%	-10.0%	60.0%
51	CHRISTENSEN FINANCIAL INC	9	40	0.21%	-62.5%	-11.11%
51	SUN AMERICAN MORTGAGE CO	9	44	0.21%	-30.77%	15.79%
58	DOLLAR BANK FSB	8	20	0.18%	14.29%	900.0%
58	DAS ACQUISITION CO LLC	8	22	0.18%	14.29%	2,100.0%
58	ADVISORS MORTGAGE GROUP LLC	8	28	0.18%	-11.11%	1,300.0%
58	GATEWAY FUNDING DIVERSIFIED MT	8	40	0.18%	-66.67%	42.86%
58	HARVARD HOME MORTGAGE INC	8	40	0.18%	-57.89%	37.93%
63	REAL ESTATE MORTGAGE NETWORK I	7	12	0.16%	40.0%	100.0%
63	LIVE WELL FINANCIAL INC	7	23	0.16%	16.67%	155.56%
63	OCEANFIRST BANK	7	31	0.16%	-41.67%	29.17%
63	FULTON BANK NATIONAL ASSOCIATI	7	33	0.16%	-46.15%	17.86%
67	EQUITY LOANS LLC	6	10	0.14%	50.0%	66.67%
67	SIERRA PACIFIC MORTGAGE	6	14	0.14%	200.0%	16.67%
67	GUARANTEED HOME MTG CO INC	6	17	0.14%	-14.29%	-32.0%
67	CLIFFCO INC	6	19	0.14%	-50.0%	280.0%
67	SUCCESS MORTGAGE PARTNERS INC	6	19	0.14%	50.0%	-13.64%
67	NEW AMERICAN MORTGAGE LLC	6	34	0.14%	-45.45%	61.9%
67	UNIVERSAL LENDING CORPORATION	6	37	0.14%	-64.71%	12.12%
74	SPECTRA FUNDING	5	6	0.11%	400.0%	20.0%
74	ONY GLO INC	5	10	0.11%	0.0%	
74	ALCOVA MORTGAGE LLC	5	11	0.11%	0.0%	266.67%
74	BANK OF ENGLAND	5	12	0.11%	0.0%	100.0%
74	FRANKLIN FIRST FINANCIAL LTD	5	12	0.11%	-28.57%	-29.41%
74	CENDERA FUNDING INC	5	13	0.11%	0.0%	160.0%
74	FAIRWAY INDEPENDENT MORTGAGE C	5	13	0.11%	25.0%	62.5%
74	MAIN STREET HOME LOANS LLC	5	14	0.11%	66.67%	
74	DIRECTORS FINANCIAL GROUP	5	14	0.11%	-37.5%	1,300.0%
74	METRO ISLAND MORTGAGE INC	5	19	0.11%	-28.57%	0.0%

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74	PRIMELENDING A PLAINSCAPITAL C	5	53	0.11%	-64.29%	-27.4%
85	CARDINAL FINANCIAL COMPANY	4	4	0.09%	###	-20.0%
85	MORTGAGESHOP LLC	4	4	0.09%	###	-93.22%
85	UNIVERSAL AMERICAN MORTGAGE CO	4	6	0.09%	100.0%	###
85	FREEDOM MORTGAGE CORPORATION	4	8	0.09%	0.0%	300.0%
85	IBERIABANK MORTGAGE COMPANY	4	9	0.09%	33.33%	200.0%
85	AXIOM FINANCIAL LLC	4	9	0.09%	100.0%	350.0%
85	HIGHLANDS RESIDENTIAL MORTGAGE	4	10	0.09%	-20.0%	400.0%
85	HOME SAVINGS OF AMERICA	4	10	0.09%	33.33%	-71.43%
85	FIRST PRIORITY FINANCIAL INC	4	11	0.09%	-20.0%	-8.33%
85	PROFICIO MORTGAGE VENTURES LLC	4	11	0.09%	-20.0%	266.67%
85	STEARNS LENDING INC	4	11	0.09%	-20.0%	37.5%
85	COLONIAL SAVINGS FA	4	13	0.09%	100.0%	-18.75%
85	PEOPLES HOME EQUITY INC	4	14	0.09%	-50.0%	55.56%
85	PINNACLE CAPITAL MORTGAGE CORP	4	15	0.09%	-50.0%	-31.82%
85	EASTERN BANK	4	17	0.09%	-50.0%	30.77%
85	HAMILTON GROUP FUNDING INC	4	18	0.09%	-42.86%	260.0%
85	FIRST CENTURY BANK NA	4	20	0.09%	-55.56%	100.0%
	Subtotal Top 100	4107	13802	93.75%	-17.1%	89.33%
	Subtotal Non Top 100	274	1180	6.25%	-41.95%	-91.18%
	Total	4381	14982		-19.26%	-27.53%
	3/1/2008	9663				
	3/1/2009	11261				
	3/1/2010	5822				
	3/1/2011	7306				
	3/1/2012	4381				