

Released August 1, 2012

Data Courtesy of Reverse Market Insight

# July 2012 Top 100 HECM Lenders (Retail)

Note: Some Lenders Ranks are the same / tied for production

## Shaded Lenders Sponsors of Reverse Fortunes or HECMWorld.com

Rank	Lender	Loans Month	Loans YTD	% Market Share	% change Month	% change YTD
1	ONE REVERSE MORTGAGE LLC	401	2,861	10.37%	-0.5%	13.4%
2	URBAN FINANCIAL GROUP	298	2,173	7.7%	-16.53%	1.4%
3	GENWORTH FINANCIAL HM EQUITY A	296	2,642	7.65%	-25.81%	167.95%
4	GENERATION MORTGAGE COMPANY	260	1,668	6.72%	17.65%	7.13%
5	AMERICAN ADVISORS GROUP	252	1,632	6.51%	9.09%	90.65%
6	METLIFE BANK	250	6,775	6.46%	-79.94%	37.28%
7	SECURITY ONE LENDING	231	1,706	5.97%	-11.83%	149.78%
8	THE FIRST NATIONAL BANK LAYTON	219	1,188	5.66%	-10.61%	286.97%
9	REVERSE MORTGAGE USA INC	82	656	2.12%	-5.75%	16.31%
10	CHERRY CREEK MORTGAGE CO INC	75	458	1.94%	-21.88%	275.41%

11	SUN WEST MORTGAGE CO INC	64	750	1.65%	-13.51%	343.79%
12	GREENLIGHT FINANCIAL SERVICES	55	254	1.42%	22.22%	25,300.0%
12	NEW DAY FINANCIAL LLC	55	419	1.42%	-6.78%	1.7%
14	SENIOR MORTGAGE BANKERS INC	47	307	1.22%	4.44%	-18.35%
15	NET EQUITY FINANCIAL INC	43	241	1.11%	-23.21%	28.19%
15	M & T BANK	43	348	1.11%	-2.27%	3.26%
17	GMFS LLC	42	179	1.09%	23.53%	145.21%
17	ASSOCIATED MORTGAGE BANKERS I	42	209	1.09%	31.25%	1,206.25%
17	ROYAL UNITED MORTGAGE LLC	42	229	1.09%	35.48%	16.84%
20	PLAZA HOME MORTGAGE INC	34	213	0.88%	61.9%	73.17%
21	REVERSE MORTGAGE SOLUTIONS INC	33	146	0.85%	120.0%	56.99%
21	MAVERICK FUNDING CORP	33	191	0.85%	3.13%	
23	MAS ASSOCIATES LLC	32	152	0.83%	88.24%	17.83%
24	MONEY HOUSE INC	31	254	0.8%	0.0%	-14.77%

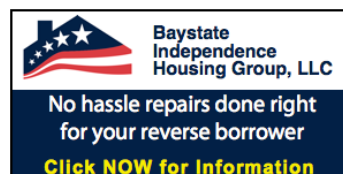
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25	ASPIRE FINANCIAL INC	28	199	0.72%	-9.68%	32.67%
26	AXIA FINANCIAL LLC	23	78	0.59%	283.33%	136.36%
26	OPEN MORTGAGE LLC	23	169	0.59%	9.52%	111.25%
28	NATIONWIDE EQUITIES CORPORATIO	21	201	0.54%	-43.24%	89.62%
29	HIGH TECH LENDING INC	20	118	0.52%	-44.44%	257.58%
30	GREAT OAK LENDING	18	156	0.47%	0.0%	-46.39%
31	AMERICAN PACIFIC MORTGAGE	17	100	0.44%	-26.09%	8.7%
32	FIRSTAR BANK NA	16	49	0.41%	-27.27%	
32	UNIVERSAL LENDING CORPORATION	16	75	0.41%	128.57%	36.36%
32	VIG MORTGAGE CORP	16	77	0.41%	45.45%	11.59%
32	TOWNEBANK	16	124	0.41%	-27.27%	342.86%
36	CHRISTENSEN FINANCIAL INC	15	89	0.39%	0.0%	15.58%
37	WELLS FARGO BANK NA	13	41	0.34%	225.0%	-99.63%
37	MORTGAGESHOP LLC	13	74	0.34%	-31.58%	17.46%
37	ATLANTIC BAY MORTGAGE GROUP LL	13	138	0.34%	44.44%	263.16%
40	NETWORK FUNDING LP	12	97	0.31%	-20.0%	16.87%
41	VAN DYK MORTGAGE CORPORATION	11	63	0.28%	57.14%	110.0%
41	SUN AMERICAN MORTGAGE CO	11	87	0.28%	-21.43%	6.1%
41	FIRSTBANK	11	120	0.28%	-35.29%	
44	FIRST CENTURY BANK NA	10	49	0.26%	-9.09%	250.0%
44	SUCCESS MORTGAGE PARTNERS INC	10	57	0.26%	100.0%	78.13%
44	METRO ISLAND MORTGAGE INC	10	58	0.26%	-23.08%	-3.33%
44	VANGUARD FUNDING LLC	10	68	0.26%	100.0%	183.33%
44	TOP FLITE FINANCIAL INC	10	80	0.26%	-16.67%	207.69%
49	GERSHMAN INVESTMENT CORP	9	46	0.23%	28.57%	35.29%
49	PRIMARY RESIDENTIAL MORTGAGE INC	9	54	0.23%	50.0%	-12.9%
49	DAS ACQUISITION CO LLC	9	61	0.23%	-25.0%	408.33%



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You think all national  
AMCs are the same?



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49	SOUTHERN TRUST MORTGAGE LLC	9	64	0.23%	0.0%	146.15%
49	HARVARD HOME MORTGAGE INC	9	75	0.23%	80.0%	20.97%
49	CONTINENTAL HOME LOANS INC	9	87	0.23%	-43.75%	295.45%
49	CONTOUR MORTGAGE CORPORATION	9	92	0.23%	-40.0%	318.18%
49	MCM HOLDINGS INC	9	131	0.23%	-25.0%	263.89%
57	FIRST EQUITY MORTGAGE BANKERS	8	26	0.21%	700.0%	-10.34%
57	MAIN STREET HOME LOANS LLC	8	34	0.21%	60.0%	
57	PEOPLES BANK	8	42	0.21%	14.29%	740.0%
57	ADVISORS MORTGAGE GROUP LLC	8	59	0.21%	-38.46%	156.52%
57	WEST TOWN SAVINGS BANK	8	71	0.21%	60.0%	36.54%
57	VALUE FINANCIAL MORTGAGE SERVI	8	73	0.21%	-11.11%	46.0%
63	GUARANTEED RATE INC	7	26	0.18%	16.67%	188.89%
63	COLONIAL SAVINGS FA	7	37	0.18%	-36.36%	5.71%
63	MORTGAGE SERVICES III LLC	7	48	0.18%	16.67%	65.52%
63	LIVE WELL FINANCIAL INC	7	49	0.18%	40.0%	-52.43%
63	FULTON BANK NATIONAL ASSOCIATI	7	73	0.18%	-12.5%	37.74%
63	UNITED NORTHERN MORTGAGE BANKE	7	132	0.18%	-75.0%	169.39%
69	AMERICAN FINANCIAL NETWORK INC	6	9	0.16%		-10.0%
69	UNIVERSAL MORTGAGE AND FINANCE	6	28	0.16%	200.0%	2,700.0%
69	AMERICAN PORTFOLIO MORTGAGE CO	6	30	0.16%		
69	GUARANTEED HOME MTG CO INC	6	32	0.16%	500.0%	-31.91%
69	BANK OF ENGLAND	6	33	0.16%	-33.33%	371.43%
69	HOMESTREET BANK	6	36	0.16%	-33.33%	227.27%
69	DOLLAR BANK FSB	6	45	0.16%	-25.0%	275.0%
69	OCEANFIRST BANK	6	58	0.16%	-14.29%	28.89%
69	ENVOY MORTGAGE LTD	6	64	0.16%	0.0%	-5.88%
78	MEADOWBROOK FINANCIAL MORTGAGE	5	10	0.13%	400.0%	400.0%
78	HANCOCK MORTGAGE PARTNERS LLC	5	14	0.13%	150.0%	
78	AMERICAN BANCSHARES MORTGAGE L	5	21	0.13%	150.0%	2,000.0%
78	CIRCLE MORTGAGE CORPORATION	5	24	0.13%	400.0%	71.43%
78	DIRECTORS MORTGAGE INC	5	25	0.13%	66.67%	19.05%
78	POPULAR MORTGAGE INC	5	27	0.13%	-16.67%	1,250.0%

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78	EQUITY LOANS LLC	5	30	0.13%	66.67%	20.0%
78	FRANKLIN FIRST FINANCIAL LTD	5	36	0.13%	0.0%	-2.7%
78	NEW AMERICAN MORTGAGE LLC	5	68	0.13%	-58.33%	172.0%
78	STERLING SAVINGS BANK	5	88	0.13%	-61.54%	72.55%
88	MULTIPLES MORTGAGE CORPORATION	4	7	0.1%		
88	CORNERSTONE MORTGAGE COMPANY	4	14	0.1%	300.0%	-17.65%
88	LEADER ONE FINANCIAL CORPORATI	4	15	0.1%		25.0%
88	VIP MORTGAGE INC	4	16	0.1%	100.0%	300.0%
88	GULF COAST BANK AND TRUST COMP	4	21	0.1%	100.0%	50.0%
88	STEARNS LENDING INC	4	22	0.1%		22.22%
88	FIRST PRIORITY FINANCIAL INC	4	24	0.1%	33.33%	20.0%
88	DIRECTORS FINANCIAL GROUP	4	26	0.1%		420.0%
88	HAMILTON GROUP FUNDING INC	4	31	0.1%	-20.0%	342.86%
88	PACIFIC RESIDENTIAL MORTGAGE LLC	4	31	0.1%	-50.0%	675.0%
88	CLIFFCO INC	4	33	0.1%	0.0%	266.67%
99	WHITNEY BANK	3	3	0.08%		
99	AMERICA'S MORTGAGE RESOURCE IN	3	3	0.08%		
99	AMERICAN NATIONWIDE MORTGAGE COMPANY	3	5	0.08%		-75.0%
99	FRANKLIN AMERICAN MORTGAGE CO	3	6	0.08%		500.0%
99	RM ACTUAL MORTGAGE INC	3	12	0.08%	50.0%	500.0%
99	SOUTHWEST FUNDING LP	3	15	0.08%	0.0%	-40.0%
99	INTEGRATED FINANCIAL GROUP INC	3	16	0.08%	0.0%	60.0%
99	HISPANIA FINANCIAL SERVICES CO	3	16	0.08%	50.0%	433.33%
99	MANN MORTGAGE LLC	3	17	0.08%	-40.0%	240.0%
99	HILLTOP NATIONAL BANK	3	20	0.08%	-25.0%	566.67%
99	CENDERA FUNDING INC	3	21	0.08%		162.5%
99	NFM INC	3	22	0.08%	0.0%	100.0%
99	IBERIABANK MORTGAGE COMPANY	3	22	0.08%	-40.0%	120.0%
99	CITYWIDE HOME LOANS	3	22	0.08%	200.0%	340.0%
99	MAIN STREET FINANCIAL INC	3	24	0.08%	200.0%	380.0%
99	PEOPLES HOME EQUITY INC	3	27	0.08%	-40.0%	35.0%
99	ACRE MORTGAGE & FINANCIAL INC	3	27	0.08%	-50.0%	8.0%

