

Released June 3rd, 2013

Data Courtesy of Reverse Market Insight

May 2013 Top 100 HECM Lenders (Retail)

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

4 out of 10 Top Lenders Use Reverse Focus. Why Aren't You?

Rank	Lender	Loans Month	Loans YTD	% Market Share	% change Month	% change YTD
1	SECURITY ONE LENDING	575	3,374	10.74%	-23.74%	178.15%
2	LIBERTY HOME EQUITY SOLUTIONS	510	3,433	9.53%	-17.87%	76.32%
3	URBAN FINANCIAL GROUP	499	1,768	9.32%	2.67%	16.47%
4	ONE REVERSE MORTGAGE LLC	478	2,342	8.93%	-7.54%	13.86%
5	PROFICIO MORTGAGE VENTURES LLC	319	1,137	5.96%	7.77%	8,021.43%
6	AMERICAN ADVISORS GROUP	294	2,179	5.49%	-33.78%	89.64%
7	GENERATION MORTGAGE COMPANY	250	1,181	4.67%	18.48%	-0.51%
8	SUN WEST MORTGAGE CO INC	129	454	2.41%	9.32%	-25.82%
9	REVERSE MORTGAGE USA INC	123	666	2.3%	-10.22%	36.76%
10	CHERRY CREEK MORTGAGE CO INC	100	408	1.87%	49.25%	42.16%

11	GREENLIGHT FINANCIAL SERVICES	79	296	1.48%	11.27%	92.21%
12	ASSOCIATED MORTGAGE BANKERS I	78	387	1.46%	-1.27%	186.67%
13	GMFS LLC	67	279	1.25%	26.42%	170.87%
14	MAVERICK FUNDING CORP	64	400	1.2%	-58.97%	217.46%
15	MONEY HOUSE INC	59	218	1.1%	118.52%	13.54%
16	NEW DAY FINANCIAL LLC	56	343	1.05%	-9.68%	12.46%
17	OPEN MORTGAGE LLC	53	149	0.99%	35.9%	19.2%
18	SENIOR MORTGAGE BANKERS INC	51	176	0.95%	292.31%	-18.14%
19	NET EQUITY FINANCIAL INC	50	204	0.93%	25.0%	43.66%
20	M & T BANK	42	296	0.78%	-32.26%	13.41%
21	REVERSE MORTGAGE SOLUTIONS INC	40	178	0.75%	60.0%	81.63%

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22	MCM HOLDINGS INC	35	86	0.65%	94.44%	-21.82%
23	TOP FLITE FINANCIAL INC	32	119	0.6%	39.13%	105.17%
24	PLAZA HOME MORTGAGE INC	31	134	0.58%	158.33%	-15.19%
24	TOWNEBANK	31	161	0.58%	-20.51%	87.21%
26	ASPIRE FINANCIAL INC	30	115	0.56%	-9.09%	-17.86%
27	HIGH TECH LENDING INC	29	203	0.54%	-21.62%	227.42%
27	NATIONWIDE EQUITIES CORPORATION	29	208	0.54%	-42.0%	45.45%
29	AMERICAN PACIFIC MORTGAGE	27	90	0.5%	80.0%	50.0%
30	VIG MORTGAGE CORP	22	66	0.41%	57.14%	32.0%
29	UNITED SOUTHWEST MORTGAGE CORPORATION	22	78	0.38%	-24.14%	7,700.0%
30	PEOPLES BANK	22	81	0.41%	4.76%	200.0%

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30	UNITED SOUTHWEST MORTGAGE CORPORATION	22	100	0.41%	0.0%	9,900.0%
33	AMERICAN NATIONWIDE MORTGAGE COMPANY	21	84	0.39%	110.0%	4,100.0%
34	HOMESTREET BANK	20	69	0.37%	11.11%	228.57%
34	FIRSTBANK	20	147	0.37%	5.26%	59.78%
36	UNITED NORTHERN MORTGAGE BANKE	19	127	0.36%	-13.64%	30.93%
37	AXIA FINANCIAL LLC	18	69	0.34%	350.0%	40.82%
37	SUN AMERICAN MORTGAGE CO	18	80	0.34%	50.0%	29.03%
37	CONTINENTAL HOME LOANS INC	18	114	0.34%	5.88%	83.87%
40	VANGUARD FUNDING LLC	17	59	0.32%	88.89%	11.32%

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John LaRose - CEO Ryan LaRose - COO

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You think all national
AMCs are the same?



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41	STERLING SAVINGS BANK	16	69	0.3%	14.29%	-1.43%
41	LEADER ONE FINANCIAL CORPORATI	16	88	0.3%	-27.27%	700.0%
41	MORTGAGESHOP LLC	16	101	0.3%	0.0%	140.48%
41	ATLANTIC BAY MORTGAGE GROUP LL	16	121	0.3%	-27.27%	4.31%
45	FINANCIAL FREEDOM ACQUISITION	15	58	0.28%	-55.88%	2,800.0%
45	ADVISORS MORTGAGE GROUP LLC	15	71	0.28%	-16.67%	86.84%
45	CONTOUR MORTGAGE CORPORATION	15	76	0.28%	7.14%	11.76%
45	UNIVERSAL LENDING CORPORATION	15	76	0.28%	-28.57%	46.15%
49	BANK OF ENGLAND	14	40	0.26%	27.27%	122.22%
49	ROYAL UNITED MORTGAGE LLC	14	79	0.26%	-36.36%	-49.36%
49	VAN DYK MORTGAGE CORPORATION	14	91	0.26%	7.69%	102.22%
49	FIRSTAR BANK NA	14	124	0.26%	-61.11%	1,027.27%
53	NETWORK FUNDING LP	13	48	0.24%	8.33%	-31.43%
53	CHRISTENSEN FINANCIAL INC	13	55	0.24%	-31.58%	-6.78%
53	MORTGAGE SERVICES III LLC	13	78	0.24%	0.0%	122.86%
56	EXCEL MORTGAGE SERVICING INC	12	28	0.22%	50.0%	###
56	FRANKLIN FIRST FINANCIAL LTD	12	43	0.22%	33.33%	65.38%
56	GREAT OAK LENDING	12	49	0.22%	20.0%	-59.17%
56	NEW AMERICAN MORTGAGE LLC	12	54	0.22%	-25.0%	5.88%
56	SUCCESS MORTGAGE PARTNERS INC	12	58	0.22%	100.0%	38.1%
61	MAS ASSOCIATES LLC	11	76	0.21%	22.22%	-26.21%
62	INTEGRITY HOME LOAN OF CENTRAL	10	31	0.19%	25.0%	3,000.0%
62	RESIDENTIAL HOME FUNDING CORPO	10	33	0.19%	42.86%	17.86%
62	JAMES B NUTTER AND COMPANY	10	43	0.19%	66.67%	-29.51%
65	WCS FUNDING GROUP	9	26	0.17%	125.0%	73.33%
65	PACIFIC RESIDENTIAL MORTGAGE LLC	9	35	0.17%	-25.0%	84.21%
65	DAS ACQUISITION CO LLC	9	36	0.17%	-10.0%	-10.0%
65	VALUE FINANCIAL MORTGAGE SERVI	9	40	0.17%	0.0%	-28.57%
65	NORTH AMERICAN SAVINGS BANK	9	52	0.17%	0.0%	###
70	GEORGETOWN MORTGAGE	8	20	0.15%	100.0%	185.71%
70	PINNACLE CAPITAL MORTGAGE CORP	8	28	0.15%	300.0%	16.67%
70	HOMESTEAD FUNDING CORP	8	28	0.15%	60.0%	86.67%

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70	CLIFFCO INC	8	29	0.15%	14.29%	16.0%
70	EVOLVE BANK & TRUST	8	33	0.15%	14.29%	312.5%
70	FIRST PRIORITY FINANCIAL INC	8	34	0.15%	60.0%	100.0%
70	MANN MORTGAGE LLC	8	42	0.15%	0.0%	366.67%
70	PRIMARY RESIDENTIAL MORTGAGE INC	8	42	0.15%	-38.46%	7.69%
70	FULTON BANK NATIONAL ASSOCIATI	8	49	0.15%	-27.27%	-15.52%
79	GATEWAY BANK MORTGAGE	7	17	0.13%	40.0%	325.0%
79	CS FINANCIAL INC	7	20	0.13%	250.0%	###
79	SIMONICH CORPORATION	7	22	0.13%	133.33%	214.29%
79	MOUNTAIN AMERICA CREDIT UNION	7	26	0.13%	250.0%	2,500.0%
79	THE FEDERAL SAVINGS BANK	7	27	0.13%	-12.5%	###
79	VIP MORTGAGE INC	7	31	0.13%	0.0%	210.0%
79	AMERICA FIRST FEDERAL CREDIT UNION	7	31	0.13%	0.0%	###
79	GUARANTEED HOME MTG CO INC	7	35	0.13%	0.0%	40.0%
79	HOMEOWNERS MORTGAGE ENTERPRISE	7	55	0.13%	0.0%	###
79	SOUTHERN TRUST MORTGAGE LLC	7	61	0.13%	-70.83%	32.61%
89	INTERLINC MORTGAGE SERVICES LLC	6	10	0.11%	200.0%	-28.57%
89	HISPANIA FINANCIAL SERVICES CO	6	19	0.11%	20.0%	72.73%
89	SECURITYNATIONAL MORTGAGE COMPANY	6	19	0.11%	50.0%	111.11%
89	BERKSHIRE BANK	6	20	0.11%	100.0%	###
89	MORIA DEVELOPMENT INC	6	22	0.11%	50.0%	100.0%
89	COLONIAL SAVINGS FA	6	27	0.11%	20.0%	42.11%
89	LIVE WELL FINANCIAL INC	6	27	0.11%	100.0%	-27.03%
89	DIRECTORS FINANCIAL GROUP	6	29	0.11%	-33.33%	31.82%
89	AMERIPRO FUNDING INC	6	29	0.11%	100.0%	866.67%
89	WOLFE FINANCIAL INC	6	31	0.11%	50.0%	416.67%
89	INTEGRATED FINANCIAL GROUP INC	6	47	0.11%	-25.0%	370.0%
100	ADVANCE MORTGAGE BANKERS INC	5	5	0.09%	###	150.0%
100	EQUITY LOANS LLC	5	8	0.09%	66.67%	-63.64%
100	GREGG & VALBY MORTGAGE SERVICE	5	8	0.09%	66.67%	###
100	NFM INC	5	9	0.09%	###	-43.75%
100	US MORTGAGE CORPORATION	5	13	0.09%	150.0%	-13.33%

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100	TALMER BANK & TRUST	5	14	0.09%	25.0%	16.67%
100	MOHAVE STATE BANK	5	14	0.09%	-16.67%	1,300.0%
100	REAL ESTATE MORTGAGE NETWORK INC	5	18	0.09%	0.0%	5.88%
100	FIRST EQUITY MORTGAGE BANKERS	5	18	0.09%	66.67%	5.88%
100	WHOLESALE CAPITAL CORP	5	22	0.09%	66.67%	-21.43%
100	PEOPLES HOME EQUITY INC	5	22	0.09%	150.0%	15.79%
100	SKYLINE FINANCIAL CORPORATION	5	23	0.09%	25.0%	155.56%
100	GERSHMAN INVESTMENT CORP	5	25	0.09%	-61.54%	-16.67%
100	AMERICAN BANCSHARES MORTGAGE L	5	27	0.09%	-37.5%	92.86%
100	HIGHLANDS RESIDENTIAL MORTGAGE	5	27	0.09%	-16.67%	145.45%
	Subtotal Top 100	5025	24922	93.89%	-5.7%	59.09%
	Subtotal Non Top 100	327	2062	6.11%	-25.85%	-75.31%
	Total	5352	26984		-7.24%	12.36%
	Historical May Endorsements					
	5/1/2009	8396				
	5/1/2010	4554				
	5/1/2011	5188				
	5/1/2012	4439				
	5/1/2013	5352				

Report Data provided by Reverse Market Insight

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The advertisement features a bar chart showing marketing spend across various markets, with a line graph overlaid. The chart is set against a background of city names like Avondale, Scottsdale, and Mesa.