

Released September 3rd, 2013

Data Courtesy of Reverse Market Insight

August 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	AMERICAN ADVISORS GROUP	925	4,535	17.19%	1.2%	108.12%
2	LIBERTY HOME EQUITY SOLUTIONS INC	658	5,354	12.23%	2.02%	76.7%
3	SECURITY ONE LENDING/RMS	570	5,250	10.59%	-3.72%	138.53%
4	ONE REVERSE MORTGAGE LLC	465	3,695	8.64%	8.39%	12.69%
5	URBAN FINANCIAL GROUP	277	2,799	5.15%	-28.79%	12.77%
6	PROFICIO MORTGAGE VENTURES LLC	199	1,873	3.7%	-21.65%	7,704.17%
7	GENERATION MORTGAGE COMPANY	196	1,943	3.64%	-30.5%	1.04%
8	REVERSE MORTGAGE USA INC	107	1,138	1.99%	-15.75%	47.98%
9	OPEN MORTGAGE LLC	77	409	1.43%	-37.9%	113.02%
10	NATIONSTAR MORTGAGE LLC	76	84	1.41%	850.0%	###

11	NEW DAY FINANCIAL LLC	71	579	1.32%	-18.39%	18.65%
12	MAVERICK FUNDING CORP	70	627	1.3%	133.33%	158.02%
13	ASSOCIATED MORTGAGE BANKERS I	69	608	1.28%	-11.54%	134.75%
14	M & T BANK	55	438	1.02%	17.02%	6.57%
15	NET EQUITY FINANCIAL INC	49	344	0.91%	4.26%	21.55%
16	CHERRY CREEK MORTGAGE CO INC	48	592	0.89%	-23.81%	12.76%
17	SUN WEST MORTGAGE CO INC	43	646	0.8%	-47.56%	-18.54%
18	MCM HOLDINGS INC	39	164	0.72%	25.81%	22.39%
18	FIRSTAR BANK NA	39	250	0.72%	-26.42%	296.83%
18	MONEY HOUSE INC	39	327	0.72%	30.0%	12.76%
21	HIGH TECH LENDING INC	35	367	0.65%	-63.16%	149.66%

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22	FIRSTBANK	32	234	0.59%	23.08%	44.44%
23	UNITED NORTHERN MORTGAGE BANKE	31	195	0.58%	63.16%	34.48%
23	GMFS LLC	31	403	0.58%	-29.55%	70.76%
25	SENIOR MORTGAGE BANKERS INC	28	259	0.52%	16.67%	-16.72%
26	ADVISORS MORTGAGE GROUP LLC	25	125	0.46%	25.0%	83.82%
27	PEOPLES BANK	24	147	0.45%	-7.69%	206.25%
28	PLAZA HOME MORTGAGE INC	23	202	0.43%	-17.86%	-12.93%
29	TOWNEBANK	22	238	0.41%	0.0%	55.56%
30	AMERICAN PACIFIC MORTGAGE	20	148	0.37%	-9.09%	32.14%
31	VAN DYK MORTGAGE CORPORATION	19	135	0.35%	111.11%	80.0%
31	UNITED SOUTHWEST MORTGAGE CORPORATION	19	153	0.35%	26.67%	15,200.0%

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33	SOUTHERN TRUST MORTGAGE LLC	18	93	0.33%	80.0%	19.23%
33	VIG MORTGAGE CORP	18	126	0.33%	-21.74%	57.5%
33	NATIONWIDE EQUITIES CORPORATION	18	296	0.33%	-57.14%	35.16%
36	ATLANTIC BAY MORTGAGE GROUP LL	17	169	0.32%	54.55%	15.75%
37	MAS ASSOCIATES LLC	16	110	0.3%	33.33%	-33.33%
38	GUARANTEED RATE INC	15	59	0.28%	150.0%	103.45%
38	SUN AMERICAN MORTGAGE CO	15	133	0.28%	-31.82%	41.49%
40	FIRST PRIORITY FINANCIAL INC	14	60	0.26%	133.33%	114.29%
40	CHRISTENSEN FINANCIAL INC	14	87	0.26%	16.67%	-9.38%
40	SUCCESS MORTGAGE PARTNERS INC	14	106	0.26%	-12.5%	65.63%
40	ASPIRE FINANCIAL INC	14	181	0.26%	-26.32%	-21.65%

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You think all national
AMCs are the same?



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44	BANK OF ENGLAND	13	72	0.24%	30.0%	75.61%
44	GATEWAY FUNDING DIVERSIFIED MT	13	89	0.24%	30.0%	15.58%
44	STERLING SAVINGS BANK	13	101	0.24%	30.0%	10.99%
44	CONTINENTAL HOME LOANS INC	13	181	0.24%	-45.83%	92.55%
48	JAMES B NUTTER AND COMPANY	12	67	0.22%	71.43%	-9.46%
48	AMERICAN NATIONWIDE MORTGAGE COMPANY	12	126	0.22%	-29.41%	600.0%
50	GEORGETOWN MORTGAGE	11	40	0.2%	175.0%	471.43%
50	SIMONICH CORPORATION	11	43	0.2%	57.14%	258.33%
50	INTEGRATED FINANCIAL GROUP INC	11	70	0.2%	22.22%	169.23%
50	AXIA FINANCIAL LLC	11	96	0.2%	-26.67%	-9.43%
50	UNIVERSAL LENDING CORPORATION	11	112	0.2%	0.0%	38.27%
50	MORTGAGESHOP LLC	11	139	0.2%	-21.43%	59.77%
50	TOP FLITE FINANCIAL INC	11	173	0.2%	-38.89%	96.59%
57	CS FINANCIAL INC	10	42	0.19%	66.67%	###
58	BARRINGTON BANK AND TRUST CO N	9	35	0.17%	50.0%	775.0%
58	SENTE MORTGAGE INC	9	41	0.17%	50.0%	485.71%
58	FRANKLIN FIRST FINANCIAL LTD	9	71	0.17%	-25.0%	51.06%
58	FULTON BANK NA	9	84	0.17%	-18.18%	5.0%
58	VANGUARD FUNDING LLC	9	89	0.17%	-10.0%	11.25%
58	MORTGAGE SERVICES III LLC	9	116	0.17%	-18.18%	114.81%
58	LEADER ONE FINANCIAL CORPORATI	9	132	0.17%	-30.77%	450.0%
65	MOHAVE STATE BANK	8	26	0.15%	166.67%	2,500.0%
65	ALCOVA MORTGAGE LLC	8	27	0.15%	100.0%	50.0%
65	DAS ACQUISITION CO LLC	8	65	0.15%	-20.0%	-13.33%
65	MANN MORTGAGE LLC	8	73	0.15%	-20.0%	265.0%
65	CONTOUR MORTGAGE CORPORATION	8	98	0.15%	14.29%	-2.97%
65	HOMESTREET BANK	8	106	0.15%	-46.67%	146.51%
65	ROYAL UNITED MORTGAGE LLC	8	112	0.15%	-33.33%	-57.74%
72	SOUTHPOINT FINANCIAL SERVICES	7	25	0.13%	75.0%	19.05%
72	MOUNTAIN AMERICA CREDIT UNION	7	39	0.13%	133.33%	680.0%
72	GERSHMAN INVESTMENT CORP	7	41	0.13%	133.33%	-19.61%
72	LIVE WELL FINANCIAL INC	7	43	0	0	-0

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72	HOMESTEAD FUNDING CORP	7	47	0.13%	133.33%	88.0%
72	HIGHLANDS RESIDENTIAL MORTGAGE	7	47	0.13%	-12.5%	123.81%
72	DIRECTORS FINANCIAL GROUP	7	49	0.13%	75.0%	75.0%
72	RESIDENTIAL FINANCE CORPORATIO	7	52	0.13%	16.67%	420.0%
72	AMERICA FIRST FEDERAL CREDIT UNION	7	56	0.13%	0.0%	833.33%
72	VALUE FINANCIAL MORTGAGE SERVI	7	68	0.13%	-36.36%	-12.82%
72	PRIMARY RESIDENTIAL MORTGAGE INC	7	69	0.13%	-22.22%	15.0%
72	DOLLAR BANK FSB	7	75	0.13%	-41.67%	44.23%
84	VANTAGE POINT BANK	6	11	0.11%	200.0%	###
84	COASTWAY COMMUNITY BANK	6	17	0.11%	500.0%	###
84	ATLANTIC PACIFIC MORTGAGE CORPORATION	6	18	0.11%	200.0%	350.0%
84	HANCOCK MORTGAGE PARTNERS LLC	6	20	0.11%	200.0%	0.0%
84	CARROLLTON MORTGAGE CO	6	24	0.11%	500.0%	166.67%
84	LAND-HOME FINANCIAL SERVICES	6	26	0.11%	50.0%	550.0%
84	SKYLINE FINANCIAL CORPORATION	6	31	0.11%	###	138.46%
84	FIRST CHOICE LOAN SERVICES	6	34	0.11%	0.0%	209.09%
84	GATEWAY BANK MORTGAGE	6	37	0.11%	20.0%	362.5%
84	PINNACLE CAPITAL MORTGAGE CORP	6	38	0.11%	100.0%	8.57%
84	MEADOWBROOK FINANCIAL MORTGAGE	6	41	0.11%	0.0%	272.73%
84	INTEGRITY HOME LOAN OF CENTRAL FL INC	6	46	0.11%	20.0%	4,500.0%
84	RESIDENTIAL HOME FUNDING CORPO	6	55	0.11%	-14.29%	61.76%
84	HOMEOWNERS MORTGAGE ENTERPRISE	6	73	0.11%	0.0%	2,333.33%
84	NEW AMERICAN MORTGAGE LLC	6	74	0.11%	-33.33%	-1.33%
99	AURORA FINANCIAL GROUP INC	5	10	0.09%	400.0%	150.0%
99	HILLTOP NATIONAL BANK	5	16	0.09%	400.0%	-23.81%
99	BANCO POPULAR DE PUERTO RICO	5	17	0.09%	-16.67%	###
99	UNIVEST BANK AND TRUST CO	5	19	0.09%	25.0%	72.73%
99	LENOX FINANCIAL MORTGAGE CORPO	5	22	0.09%	-16.67%	###
99	AKT AMERICAN CAPITAL INC	5	28	0.09%	-16.67%	86.67%
99	SALEM FIVE MORTGAGE CO LLC	5	29	0.09%	150.0%	123.08%

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99	REAL ESTATE MORTGAGE NETWORK INC	5	32	0.09%	25.0%	33.33%
99	WCS FUNDING GROUP	5	37	0.09%	25.0%	68.18%
99	AMERICAN BANCSHARES MORTGAGE L	5	38	0.09%	150.0%	46.15%
99	CIRCLE MORTGAGE CORPORATION	5	42	0.09%	0.0%	55.56%
99	WHOLESALE CAPITAL CORP	5	46	0.09%	66.67%	17.95%
99	NORTH AMERICAN SAVINGS BANK	5	78	0.09%	-61.54%	1,014.29%
	Subtotal Top 100	5075	39677	94.3%	-4.69%	58.94%
	Subtotal Non Top 100	307	3817	5.7%	-28.77%	-68.79%
	Total	5382	43494		-6.5%	16.94%
	August Historical by Year					
	8/1/2009	8933				
	8/1/2010	6645				
	8/1/2011	5807				
	8/1/2012	4122				
	8/1/2013	5382				

Report Data provided by Reverse Market Insight

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The graphic includes 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.