

Released November 1st, 2013

Data Courtesy of Reverse Market Insight

# October 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	801	6,109	19.13%	3.62%	99.71%
2	SECURITY ONE LENDING/RMS	442	6,296	10.55%	-26.82%	96.63%
3	ONE REVERSE MORTGAGE LLC	407	4,554	9.72%	-9.96%	16.62%
4	URBAN FINANCIAL GROUP	308	3,408	7.35%	2.33%	16.55%
5	LIBERTY HOME EQUITY SOLUTIONS INC	257	6,018	6.14%	-36.86%	60.78%
6	PROFICIO MORTGAGE VENTURES LLC	210	2,245	5.01%	29.63%	1,277.3%
7	GENERATION MORTGAGE COMPANY	184	2,294	4.39%	10.18%	-3.73%
8	REVERSE MORTGAGE USA INC	100	1,365	2.39%	-21.26%	43.38%
9	OPEN MORTGAGE LLC	69	531	1.65%	30.19%	131.88%
10	NATIONSTAR MORTGAGE LLC	62	196	1.48%	24.0%	0.0%

11	SUN WEST MORTGAGE CO INC	57	736	1.36%	72.73%	-17.49%
12	MONEY HOUSE INC	52	400	1.24%	147.62%	9.59%
12	HIGH TECH LENDING INC	52	438	1.24%	173.68%	140.66%
14	GMFS LLC	51	519	1.22%	-21.54%	56.33%
15	PLAZA HOME MORTGAGE INC	47	270	1.12%	123.81%	-0.74%
16	ASSOCIATED MORTGAGE BANKERS INC	45	722	1.07%	-34.78%	111.11%
17	M & T BANK	38	520	0.91%	-13.64%	5.48%
18	MAVERICK FUNDING CORP	36	684	0.86%	71.43%	106.02%
19	FIRSTBANK	31	291	0.74%	19.23%	42.65%
20	PEOPLES BANK	29	196	0.69%	45.0%	226.67%

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21	UNITED SOUTHWEST MORTGAGE CORPORATION	28	195	0.67%	100.0%	19,400.0%
22	SUN AMERICAN MORTGAGE CO	27	169	0.64%	200.0%	53.64%
22	UNITED NORTHERN MORTGAGE BANKE	27	265	0.64%	-37.21%	51.43%
22	FIRSTAR BANK NA	27	315	0.64%	-28.95%	208.82%
25	MCM HOLDINGS INC	26	201	0.62%	136.36%	28.85%
25	TOWNEBANK	26	294	0.62%	-13.33%	45.54%
25	SENIOR MORTGAGE BANKERS INC	26	299	0.62%	85.71%	-21.73%
28	NEW DAY FINANCIAL LLC	23	638	0.55%	-36.11%	3.4%
29	NATIONWIDE EQUITIES CORPORATION	19	349	0.45%	-44.12%	25.09%
30	ASPIRE FINANCIAL INC	18	210	0.43%	63.64%	-23.91%
31	UNIVERSAL LENDING CORPORATION	17	137	0.41%	112.5%	28.04%

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## SALES ENGINE

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31	CHERRY CREEK MORTGAGE CO INC	17	652	0.41%	-60.47%	-0.76%
33	MORTGAGESHOP LLC	16	168	0.38%	23.08%	55.56%
34	VAN DYK MORTGAGE CORPORATION	15	163	0.36%	15.38%	61.39%
35	AMERICAN NATIONWIDE MORTGAGE COMPANY	14	143	0.33%	366.67%	197.92%
36	ADVISORS MORTGAGE GROUP LLC	13	152	0.31%	-7.14%	92.41%
37	SOUTHERN TRUST MORTGAGE LLC	12	116	0.29%	9.09%	17.17%
38	CHRISTENSEN FINANCIAL INC	11	113	0.26%	-26.67%	5.61%
38	SUCCESS MORTGAGE PARTNERS INC	11	133	0.26%	-31.25%	62.2%
38	MAS ASSOCIATES LLC	11	134	0.26%	-15.38%	-32.32%
41	SIMONICH CORPORATION	10	60	0.24%	42.86%	252.94%

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 <p><b>National Title &amp; Settlement Services</b>  <i>Where The Senior Always Comes First!</i>          Trust Reviews   Opinion Letters   Complex Estate Plans          Owned &amp; managed by Attorneys specializing in Reverse</p>	 <p><a href="#">Learn More!</a></p>	 <p><b>Your First Source for Reverse Mortgage Counseling</b>  <b>BE OUR PREFERRED LENDER</b></p> <p><b>TAKE CHARGE AMERICA</b>  <small>REVERSE MORTGAGE COUNSELING</small></p> <p>Toll Free: 1-866-750-9618</p> <ul style="list-style-type: none"> <li>✓ Fast Turnaround</li> <li>✓ Competitive Fees</li> </ul> <p><a href="#">LEARN MORE NOW!</a></p>
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Rank	Lender	Loans Month	Loans YTD	% Market Share	% change Month	% change YTD
41	GUARANTEED RATE INC	10	77	0.24%	25.0%	113.89%
41	HOMEOWNERS MORTGAGE ENTERPRISE	10	91	0.24%	25.0%	435.29%
41	ROYAL UNITED MORTGAGE LLC	10	125	0.24%	233.33%	-57.91%
41	TOP FLITE FINANCIAL INC	10	196	0.24%	-23.08%	61.98%
46	WOLFE FINANCIAL INC	9	57	0.21%	350.0%	375.0%
46	LIVE WELL FINANCIAL INC	9	57	0.21%	80.0%	-16.18%
46	RESIDENTIAL HOME FUNDING CORPO	9	68	0.21%	125.0%	83.78%
46	PRIMARY RESIDENTIAL MORTGAGE INC	9	82	0.21%	125.0%	20.59%
46	AMERICAN PACIFIC MORTGAGE	9	167	0.21%	-10.0%	18.44%
51	NETWORK FUNDING LP	8	91	0.19%	-42.86%	-23.53%
51	VIG MORTGAGE CORP	8	148	0.19%	-42.86%	45.1%
53	ALCOVA MORTGAGE LLC	7	36	0.17%	250.0%	63.64%
53	INTEGRITY HOME LOAN OF CENTRAL FL INC	7	55	0.17%	250.0%	1,275.0%
53	HOMESTEAD FUNDING CORP	7	57	0.17%	133.33%	67.65%
53	EVOLVE BANK & TRUST	7	80	0.17%	-12.5%	433.33%
53	GATEWAY FUNDING DIVERSIFIED MORTGAGE SERVICES	7	99	0.17%	133.33%	1.02%
53	HOMESTREET BANK	7	119	0.17%	16.67%	77.61%
53	ATLANTIC BAY MORTGAGE GROUP LLC	7	187	0.17%	-36.36%	12.65%
60	CENTRAL PACIFIC BANK	6	28	0.14%	500.0%	211.11%
60	PACIFIC RESIDENTIAL MORTGAGE LLC	6	59	0.14%	0.0%	13.46%
60	VALUE FINANCIAL MORTGAGE SERVI	6	80	0.14%	0.0%	-12.09%
60	BANK OF ENGLAND	6	85	0.14%	-14.29%	66.67%
60	VANGUARD FUNDING LLC	6	108	0.14%	-53.85%	8.0%
60	CONTOUR MORTGAGE CORPORATION	6	112	0.14%	-25.0%	-4.27%
60	MORTGAGE SERVICES III LLC	6	135	0.14%	-53.85%	82.43%
60	LEADER ONE FINANCIAL CORPORATI	6	148	0.14%	-40.0%	214.89%
68	GEORGETOWN MORTGAGE	5	48	0.12%	66.67%	433.33%
68	EXCEL MORTGAGE SERVICING INC	5	48	0.12%	25.0%	585.71%
68	HIGHLANDS RESIDENTIAL MORTGAGE	5	58	0.12%	-16.67%	75.76%
68	INTEGRATED FINANCIAL GROUP INC	5	78	0.12%	66.67%	90.24%
68	DAS ACQUISITION CO LLC	5	79	0.12%	-44.44%	-13.19%

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68	AXIA FINANCIAL LLC	5	123	0.12%	-77.27%	-2.38%
75	EQUITY LOANS LLC	4	21	0.1%	100.0%	-46.15%
75	LENOX FINANCIAL MORTGAGE CORPO	4	29	0.1%	33.33%	2,800.0%
75	MARKETPLACE HOME MORTGAGE	4	30	0.1%	0.0%	400.0%
75	HISPANIA FINANCIAL SERVICES CO	4	31	0.1%	33.33%	40.91%
75	TALMER BANK & TRUST	4	32	0.1%	33.33%	28.0%
75	FAIRWAY INDEPENDENT MORTGAGE CORPORATION	4	33	0.1%	0.0%	-19.51%
75	AKT AMERICAN CAPITAL INC	4	33	0.1%	300.0%	83.33%
75	METRO ISLAND MORTGAGE INC	4	40	0.1%	-33.33%	-42.03%
75	CLIFFCO INC	4	46	0.1%	0.0%	2.22%
75	WHOLESALE CAPITAL CORP	4	61	0.1%	-63.64%	12.96%
75	DOLLAR BANK FSB	4	89	0.1%	-60.0%	39.06%
75	CONTINENTAL HOME LOANS INC	4	196	0.1%	-63.64%	83.18%
87	AAA CONCORDIA MORTGAGE CORP	3	5	0.07%	0.0%	25.0%
87	VITEK REAL ESTATE INDUSTRIES GROUP INC	3	13	0.07%	200.0%	0.0%
87	OPES ADVISORS INC	3	14	0.07%	50.0%	0.0%
87	MERRIMACK MORTGAGE COMPANY INC	3	17	0.07%	200.0%	6.25%
87	VBS MORTGAGE LLC	3	18	0.07%	0.0%	38.46%
87	ACRE MORTGAGE & FINANCIAL INC	3	18	0.07%	50.0%	-35.71%
87	AMERICA'S MORTGAGE RESOURCE IN	3	19	0.07%	50.0%	280.0%
87	COBALT MORTGAGE INC	3	19	0.07%	200.0%	280.0%
87	MULTIPLES MORTGAGE CORPORATION	3	24	0.07%	50.0%	84.62%
87	LOWELL COOPERATIVE BANK	3	25	0.07%	200.0%	150.0%
87	HAMILTON GROUP FUNDING INC	3	26	0.07%	-50.0%	-27.78%
87	BANK OF NORTH CAROLINA	3	26	0.07%	0.0%	2,500.0%
87	HANCOCK MORTGAGE PARTNERS LLC	3	27	0.07%	-25.0%	28.57%
87	US MORTGAGE CORPORATION	3	30	0.07%	200.0%	11.11%
87	SECURITYNATIONAL MORTGAGE COMPANY	3	36	0.07%	0.0%	227.27%
87	SKYLINE FINANCIAL CORPORATION	3	37	0.07%	0.0%	146.67%
87	FIRST CHOICE LOAN SERVICES	3	38	0.07%	200.0%	153.33%
87	PEOPLES HOME EQUITY INC	3	39	0.07%	0.0%	18.18%
87	BARRINGTON BANK AND TRUST COMPANY NA	3	41	0.07%	0.0%	485.71%

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87	WCS FUNDING GROUP	3	46	0.07%	-50.0%	91.67%
87	SENTE MORTGAGE INC	3	46	0.07%	50.0%	475.0%
87	GERSHMAN INVESTMENT CORP	3	48	0.07%	-25.0%	-22.58%
87	CS FINANCIAL INC	3	48	0.07%	0.0%	0.0%
87	MEADOWBROOK FINANCIAL MORTGAGE	3	50	0.07%	-50.0%	233.33%
87	GUARANTEED HOME MTG CO INC	3	56	0.07%	0.0%	51.35%
87	RESIDENTIAL FINANCE CORPORATION	3	59	0.07%	-25.0%	391.67%
87	EASTERN BANK	3	62	0.07%	-40.0%	44.19%
87	AMERICA FIRST FEDERAL CREDIT UNION	3	65	0.07%	-50.0%	333.33%
87	FIRST PRIORITY FINANCIAL INC	3	69	0.07%	-50.0%	97.14%
87	MANN MORTGAGE LLC	3	80	0.07%	-25.0%	142.42%
87	GREAT OAK LENDING	3	80	0.07%	-66.67%	-60.2%
87	NEW AMERICAN MORTGAGE LLC	3	82	0.07%	-40.0%	-5.75%
87	NORTH AMERICAN SAVINGS BANK	3	84	0.07%	0.0%	663.64%
87	NET EQUITY FINANCIAL INC	3	378	0.07%	-90.32%	5.0%
	<b>Subtotal Top 100</b>	<b>4055</b>	<b>48141</b>	<b>96.82%</b>	<b>-4.81%</b>	<b>50.41%</b>
	<b>Subtotal Non Top 100</b>	<b>133</b>	<b>4068</b>	<b>3.18%</b>	<b>-50.19%</b>	<b>-67.81%</b>
	<b>Total</b>	<b>4188</b>	<b>52209</b>		<b>-7.49%</b>	<b>16.95%</b>
	10/1/2009	8772				
	10/1/2010	5279				
	10/1/2011	4653				
	10/1/2012	3745				
	10/1/2013	4188				

Report Data provided by Reverse Market Insight

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The advertisement includes a bar chart showing data for various locations: Avondale, Scottsdale, and Mesa. The chart has a red border and a blue line graph overlaid on the bars.