

Released May 1, 2014

Data Courtesy of Reverse Market Insight

# April 2014 Top 100 HECM Lenders

Note: The Report now includes TPO production through sponsoring lenders

## 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	1,194	3,471	28.63%	51.33%	84.14%
2	ONE REVERSE MORTGAGE LLC	409	1,642	9.81%	0.74%	-11.91%
3	LIBERTY HOME EQUITY SOLUTIONS INC	337	2,344	8.08%	-65.19%	-19.81%
4	URBAN FINANCIAL OF AMERICA LLC	295	1,324	7.07%	-14.74%	4.33%
5	RMS/Security One Lending	236	2,093	5.66%	-2.88%	-28.74%
6	PROFICIO MORTGAGE VENTURES LLC	120	679	2.88%	-22.58%	-16.99%
7	GENERATION MORTGAGE COMPANY	96	721	2.3%	-7.69%	-22.56%
8	LIVE WELL FINANCIAL INC	74	146	1.77%	174.07%	595.24%
9	NET EQUITY FINANCIAL INC	56	174	1.34%	7.69%	12.99%
10	MCM HOLDINGS INC	48	81	1.15%	585.71%	58.82%

11	ASSOCIATED MORTGAGE BANKERS INC	46	286	1.1%	24.32%	-7.44%
12	UNITED NORTHERN MORTGAGE BANKE	42	147	1.01%	75.0%	36.11%
12	CHERRY CREEK MORTGAGE CO INC	42	156	1.01%	90.91%	-49.35%
12	SUN WEST MORTGAGE CO INC	42	174	1.01%	75.0%	-46.46%
15	FIRSTBANK	31	114	0.74%	-22.5%	-10.24%
15	PLAZA HOME MORTGAGE INC	31	147	0.74%	-22.5%	42.72%
17	GMFS LLC	30	128	0.72%	15.38%	-39.62%
18	REVERSE MORTGAGE FUNDING LLC	29	33	0.7%	625.0%	0.0%
18	M & T BANK	29	139	0.7%	11.54%	-45.28%
20	MONEY HOUSE INC	27	108	0.65%	35.0%	-32.08%

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20	OPEN MORTGAGE LLC	27	136	0.65%	12.5%	41.67%
22	TOWNEBANK	26	116	0.62%	18.18%	-10.77%
23	NORTH AMERICAN SAVINGS BANK	22	79	0.53%	-31.25%	83.72%
24	ADVISORS MORTGAGE GROUP LLC	21	101	0.5%	-46.15%	80.36%
24	NATIONWIDE EQUITIES CORPORATION	21	114	0.5%	-34.38%	-36.31%
26	HIGH TECH LENDING INC	19	144	0.46%	11.76%	-17.24%
27	FIRSTAR BANK NA	18	77	0.43%	-5.26%	-30.0%
28	UNITED SOUTHWEST MORTGAGE CORPORATION	17	56	0.41%	183.33%	-28.21%
29	AMERICAN PACIFIC MORTGAGE	16	84	0.38%	77.78%	33.33%
30	MLD MORTGAGE	14	17	0.34%	1,300.0%	0.0%
30	MORTGAGESHOP LLC	14	73	0.34%	-17.65%	-14.12%

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# SALES ENGINE

CRM for the Reverse Mortgage Professional

30	NATIONSTAR MORTGAGE LLC	14	80	0.34%	180.0%	-63.13%
30	MAVERICK FUNDING CORP	14	149	0.34%	-77.42%	-55.65%
34	AMERICAN NATIONWIDE MORTGAGE COMPANY	13	33	0.31%	116.67%	-47.62%
35	HOMEOWNERS MORTGAGE ENTERPRISE	12	29	0.29%	500.0%	-39.58%
35	TOP FLITE FINANCIAL INC	12	64	0.29%	-50.0%	-26.44%
37	GEORGETOWN MORTGAGE	11	25	0.26%	83.33%	108.33%
37	SUN AMERICAN MORTGAGE CO	11	43	0.26%	-15.38%	-30.65%
37	PEOPLES BANK	11	56	0.26%	120.0%	-5.08%
37	SOUTHERN TRUST MORTGAGE LLC	11	66	0.26%	-31.25%	22.22%

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Rank	Lender	Loans Month	Loans YTD	% Market Share	% change Month	% change YTD
41	DIRECTORS FINANCIAL GROUP	10	22	0.24%	150.0%	-4.35%
41	CITY FIRST MTG SERVICES	10	26	0.24%	-28.57%	0.0%
41	FULTON BANK NA	10	37	0.24%	-23.08%	-9.76%
41	SENIOR MORTGAGE BANKERS INC	10	37	0.24%	66.67%	-70.4%
41	ATLANTIC BAY MORTGAGE GROUP LLC	10	51	0.24%	11.11%	-51.43%
46	UNIVERSAL LENDING CORPORATION	9	27	0.22%	80.0%	-55.74%
46	CHRISTENSEN FINANCIAL INC	9	36	0.22%	50.0%	-14.29%
48	GREAT OAK LENDING	8	20	0.19%	33.33%	-45.95%
48	PEOPLES HOME EQUITY INC	8	20	0.19%	33.33%	17.65%
48	GERSHMAN INVESTMENT CORP	8	24	0.19%	0.0%	20.0%
48	CIRCLE MORTGAGE CORPORATION	8	26	0.19%	14.29%	0.0%
48	STERLING SAVINGS BANK	8	32	0.19%	-11.11%	-39.62%
48	DOLLAR BANK FSB	8	39	0.19%	-20.0%	-18.75%
48	LEADER ONE FINANCIAL CORPORATI	8	47	0.19%	0.0%	-34.72%
48	MORTGAGE SERVICES III LLC	8	68	0.19%	-42.86%	4.62%
56	HOMESTEAD FUNDING CORP	7	16	0.17%	0.0%	-20.0%
56	WEST TOWN SAVINGS BANK	7	19	0.17%	250.0%	18.75%
56	THE FEDERAL SAVINGS BANK	7	26	0.17%	-22.22%	30.0%
56	SIMONICH CORPORATION	7	30	0.17%	-12.5%	100.0%
56	GATEWAY BANK MORTGAGE	7	34	0.17%	-36.36%	240.0%
56	RESIDENTIAL HOME FUNDING CORPO	7	35	0.17%	-53.33%	52.17%
56	MCS MORTGAGE BANKERS INC	7	41	0.17%	-65.0%	1,266.67%
56	SUCCESS MORTGAGE PARTNERS INC	7	42	0.17%	133.33%	-8.7%
64	REPUBLIC MORTGAGE HOME LOANS LLC	6	6	0.14%	0.0%	0.0%
64	NATIONS LENDING CORP	6	10	0.14%	500.0%	0.0%
64	MOUNTAIN AMERICA CREDIT UNION	6	15	0.14%	20.0%	-21.05%
64	SOUTHPOINT FINANCIAL SERVICES	6	17	0.14%	200.0%	88.89%
64	SECURITYNATIONAL MORTGAGE COMPANY	6	23	0.14%	0.0%	76.92%
64	VAN DYK MORTGAGE CORPORATION	6	29	0.14%	-33.33%	-62.34%
64	HOMESTREET BANK	6	32	0.14%	20.0%	-34.69%
64	VANGUARD FUNDING LLC	6	34	0.14%	50.0%	-19.05%
64	CS FINANCIAL INC	6	40	0.14%	-62.5%	207.69%

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64	MANN MORTGAGE LLC	6	41	0.14%	-53.85%	20.59%
64	MAS ASSOCIATES LLC	6	41	0.14%	-25.0%	-36.92%
64	EASTERN BANK	6	43	0.14%	-71.43%	13.16%
64	ASPIRE FINANCIAL INC	6	44	0.14%	-50.0%	-48.24%
77	AMERICAN LIBERTY MORTGAGE INC	5	8	0.12%	400.0%	0.0%
77	AMERICA'S MORTGAGE RESOURCE IN	5	9	0.12%	150.0%	125.0%
77	SUMMIT FUNDING INC	5	13	0.12%	25.0%	550.0%
77	HAMILTON GROUP FUNDING INC	5	16	0.12%	25.0%	77.78%
77	EQUITY LOANS LLC	5	19	0.12%	0.0%	533.33%
77	VIP MORTGAGE INC	5	22	0.12%	66.67%	-8.33%
77	SKYLINE FINANCIAL CORPORATION	5	23	0.12%	66.67%	27.78%
77	GUARANTEED RATE INC	5	24	0.12%	400.0%	-11.11%
77	BERKSHIRE BANK	5	28	0.12%	-58.33%	100.0%
77	BANK OF ENGLAND	5	36	0.12%	-50.0%	38.46%
77	EVOLVE BANK & TRUST	5	38	0.12%	-44.44%	52.0%
88	MOHAVE STATE BANK	4	11	0.1%	300.0%	22.22%
88	AMERICAN FIDELITY MTG SERVICES	4	11	0.1%	0.0%	1,000.0%
88	WCS FUNDING GROUP	4	11	0.1%	300.0%	-35.29%
88	MEADOWBROOK FINANCIAL MORTGAGE	4	12	0.1%	300.0%	-52.0%
88	MERRIMACK MORTGAGE COMPANY INC	4	12	0.1%	33.33%	140.0%
88	UNIVEST BANK AND TRUST CO	4	12	0.1%	33.33%	33.33%
88	WHOLESALE CAPITAL CORP	4	15	0.1%	33.33%	-11.76%
88	BANK OF NORTH CAROLINA	4	16	0.1%	33.33%	166.67%
88	EXCEL MORTGAGE SERVICING INC	4	18	0.1%	-20.0%	12.5%
88	ROYAL UNITED MORTGAGE LLC	4	18	0.1%	-20.0%	-72.31%
88	BROKER SOLUTIONS INC	4	20	0.1%	-20.0%	185.71%
88	AMERIPRO FUNDING INC	4	20	0.1%	-20.0%	-13.04%
88	SACRAMENTO FIRST MORTGAGE INC	4	20	0.1%	-33.33%	122.22%
88	FRANKLIN FIRST FINANCIAL LTD	4	21	0.1%	-20.0%	-32.26%
88	FAIRWAY INDEPENDENT MORTGAGE CORPORATION	4	21	0.1%	100.0%	75.0%
88	LAND-HOME FINANCIAL SERVICES	4	25	0.1%	-63.64%	177.78%
88	AMERICA FIRST FEDERAL CREDIT UNION	4	28	0.1%	-50.0%	16.67%

