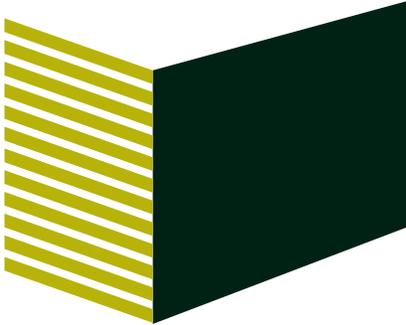


# Reverse Mortgage

Special  
Issue  
2011 NRMLA ANNUAL  
MEETING & EXPO

THE OFFICIAL MAGAZINE OF THE NATIONAL REVERSE MORTGAGE LENDERS ASSOCIATION  
SEPTEMBER - OCTOBER 2011 VOLUME 4 No. 5 • [www.NRMLAONLINE.ORG](http://www.NRMLAONLINE.ORG)

• BORROW WITH CONFIDENCE •



NRMLA

STORIES OF  
EXCEPTIONAL SERVICE



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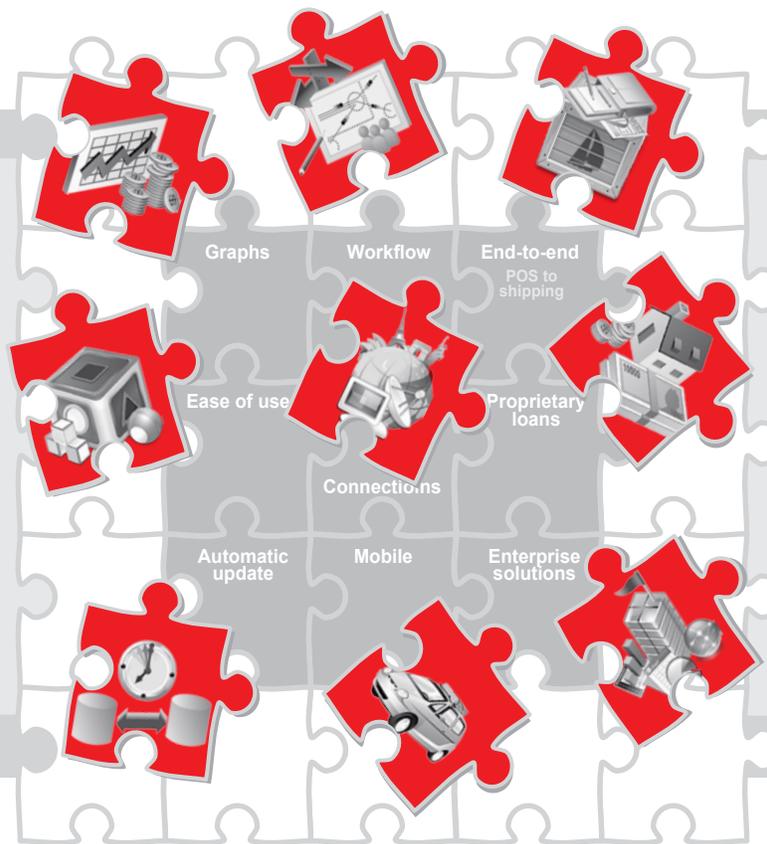


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## Stories of Exceptional Service

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# Balanced Viewpoint

BY PETER BELL, PRESIDENT OF NRMLA

## Reverse Mortgage

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## A PASSIONATE AND HEALTHY DEBATE ABOUT OUR FUTURE

A dialogue underway in our industry has ignited a lot of passion. In fact, I've been surprised to see just how strong the feelings are on both sides of the discussion about the need to conduct a "financial assessment" of prospective HECM borrowers. Some argue that borrowers' incomes were never intended to be a factor in originating reverse mortgages and, if we underwrite income, we might preclude some homeowners who depend on these loans to stay in their homes. Others feel equally as strongly that we have a responsibility — to FHA, to taxpayers, and, most of all, to borrowers themselves — to make sure that HECM borrowers have the means to hold up their end of the deal.

The change over time in who utilizes HECMs and why has made it necessary to re-examine some of the accepted practices in HECM production. In earlier days, the program was used by seniors to supplement their income with fixed monthly payments, or with a line of credit as a stand-by cash reserve. Today, an increasing percentage of borrowers withdraw all of the funds available upfront, often to pay-off mortgages, back taxes and other debts. Once all the HECM proceeds have been exhausted, it might be difficult for some borrowers to continue to meet their obligations. Accordingly, it becomes essential to underwrite prospective borrowers and ascertain whether or not, once they obtain the reverse mortgage, they will be able to sustain themselves in the home, cover their usual living expenses, fulfill their obligations to pay taxes, insurance and homeowner dues, and maintain the property at a satisfactory level.

Adding this new underwriting overlay brings additional cost and complexity to originating a loan and, in the near term, might have an adverse impact on loan production volume. However, in the long haul, the program will have sounder financial footing, more efficient pricing and broader political support if those borrowers who are likely to end up in "technical default" are eliminated. In the forward mortgage world, there is an increasingly accepted standard of "ability to pay" that is considered when making loans. The financial assessment under discussion for reverse mortgages would be our equivalent of this.

Financial capacity for reverse mortgage borrowers cannot be assessed simply in terms of debt-to-income. It is far more complex than that. Most retirees, particularly our borrowers, have limited, fixed-incomes. They are often sustaining themselves by spending down their savings and other assets, so asset decumulation must be taken into consideration. If the HECM loan will provide fixed monthly payments, those, too, must be considered in the equation. What we derive from this is a concept of "debt-to-cash flow," as opposed to a simpler "debt-to-income" ratio that is utilized for forward mortgages.

Once we accept this notion of evaluating prospective borrowers' "cash flow" vs. their obligations, we need to determine exactly what level of coverage makes sense. Also, which compensating factors might be considered. That is some of the work being done currently by a special task force comprised of seven members of NRMLA's Board of Directors as well as by several individual companies within our industry.

In addition to placing the HECM program on sound financial footing and helping build broader political support for it, I believe that the net result of adding this element of financial assessment will actually be to help build volume. Comments and inquiries we get from consumers at various events and on our information hotline indicate many have been deterred from pursuing a HECM due to fear of losing their homes. This is fueled by the widespread reporting in the media about reverse mortgage borrowers facing foreclosure due to "technical default."

While many of us would dismiss this fear as unfounded — one could just as easily lose a home if taxes are not paid on one with no mortgage — coverage of this topic by the press and warnings by consumer activists have created uncertainty and skittishness among potential borrowers.

If we step up to the plate, act accountably, and help our clients ascertain their ability to meet obligations once they have the HECM, we can help them overcome this fear. If we make loans only to those homeowners who have the capacity to sustain themselves, and forego making loans to those clients for whom our solution might prove to be inappropriate, our credibility — and our loan volume — are sure to grow. This will help us shed the taint of being viewed by many as offering a "loan of last resort" and establish our product as an accepted mainstream financial tool commonly used as a component of personal wealth management and funding longevity. Then we will have the growth that all of us in the industry believe our product deserves.

—P.H.B.

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# In Reverse

## A SPOTLIGHT ON THE PEOPLE OF REVERSE MORTGAGES

### FUNDING TO HELP SCHOOL SENIORS IN FORECLOSE ALTERNATIVES

In early September, the Department of Housing and Urban Development announced more than \$10 million in counseling grants. The HUD funds were earmarked for counseling services related to mortgage modification and mortgage scam assistance. Though the funds were not earmarked specifically for reverse mortgage counseling, some of the funding is expected to be used to counsel seniors who are facing foreclosure to learn about reverse mortgages as one option to a foreclosure.

Three million dollars of the funding will go to 139 local housing counseling agencies and \$7 million will go to 23 intermediary agencies across the nation. *Reverse Mortgage* magazine talked to an executive of one of the local agencies — **Teresa Tourek**, housing counseling manager for Phoenix-based Take Charge America—about what the funding means for her agency. **Take Charge America**, located at the University of Arizona, provides consumer credit counseling and will receive about \$15,000 from HUD. It expects to use some of the funds to provide counseling to seniors who are facing home foreclosures so they can consider whether a reverse mortgage might be an alternative route.

*Reverse Mortgage*: How important is funding to your company, such as the grant you recently received?

**Teresa Tourek**: This is very important. As a nonprofit agency, it is difficult for us to charge clients very much, particularly those who are facing foreclosure. It is important to us to find additional funding so that we can continue to provide counseling services.

“WE ACT AS AN ADVOCATE FOR OUR CLIENTS... WE CAN HELP THEM PUSH BACK AND GET THEM THE HELP THEY NEED AND ARE QUALIFIED FOR.”

—TERESA TOUREK,  
HOUSING COUNSELING MANAGER,  
TAKE CHARGE AMERICA

*RM*: What will the funding be used for?

**TT**: We will use these funds to provide foreclosure prevention counseling. This will include helping those clients who are looking at reverse mortgages as an alternative to foreclosure.

*RM*: How important is consumer counseling to your agency?

**TT**: We act as an advocate for our clients. We help them get modifications to their loans before foreclosure in order to try to keep them in their homes. If remaining in their homes is not an option, we try to help them work out their situation—for example, work out a short sale on their home. We know what options are available to our clients so that they can avoid foreclosures and we know what programs are out there that might help them. Sometimes, we get clients who will tell us they were told they did not qualify for various government assistance programs that might keep them in their homes. We know all the options out there and we know the qualifications. Often, we can tell them they do qualify for assistance even if they have been told they don't. We can help them push back and get them the help they need and are qualified for.

*RM*: Describe the services your agency provides related to housing.

**TT**: We provide pre-purchase counseling, both through group education seminars and one-on-one counseling. We also provide foreclosure counseling, both through groups and one-on-one assistance. We offer reverse mortgage counseling and have two counselors dedicated to this product. Finally, we offer post-purchase counseling to those who need and request it.

*RM*: How do such grants, like the one you recently received from HUD, affect your ability to provide counseling related to reverse mortgages?

**TT**: The grants we receive help people who have homes and want to keep them, particularly those who are over 62. We look at various options to foreclosure. Sometimes, reverse mortgages can be an option. We counsel individuals to see if this would be an option that fits their needs and requirements.

*RM*: What do you see as the outlook for reverse mortgages in your community?

**TT**: We have a large retirement community in Arizona, and as such, we have done a lot more counseling related to reverse mortgages than other counseling agencies throughout the country. This is particularly true considering many of those in



Teresa Tourek



Arizona have owned a home for a long time and have quite a bit of equity in their homes. We have been doing a steady amount of counseling related to reverse mortgages over the past year and we expect the demand for our services to continue to be strong. Particularly, as the economy continues in its current state, I believe we will see strong interest in reverse mortgages.

Additionally, last year there were a number of changes in the regulations related to reverse mortgages. That resulted in a huge increase in the number of clients who had questions about reverse mortgages and who required counseling. We have not seen that stream of interest decline this year and we expect it to continue.

*RM:* What do you see to be the biggest issue and challenge related to reverse mortgages in the next few years?

*TT:* I think one of the biggest issues is related to the lack of funding to provide consumer counseling. Consumers are required to receive counseling in order to apply for a reverse mortgage. However, the lack of funding makes it a struggle for

“PARTICULARLY, AS THE ECONOMY CONTINUES IN ITS CURRENT STATE, I BELIEVE WE WILL SEE STRONG INTEREST IN REVERSE MORTGAGES”

agencies to provide that counseling. Many counselors have to charge clients more for the services. And while some individuals with low incomes can have the fee waived or have the fee rolled into the mortgages, there are still challenges that limit the ability to provide counseling. Because of the lack of funding, time limits are often placed on counseling sessions and it ends up being a struggle to get effective counseling done quickly and in time to meet the loan schedule.

*Continued on Page 8*

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# In Reverse

A SPOTLIGHT ON THE PEOPLE OF REVERSE MORTGAGES



Luis Alberto De Jesus

*Continued from Page 7*

## WHO'S NEWS

**Generation Mortgage Company** has opened a new branch in San Juan, Puerto Rico to market and service reverse mortgage loans.

Leading up the operation is **Luis Alberto De Jesus**, who has been in the mortgage business for more than 25 years. De Jesus previously worked at Senior Mortgage Bankers as a senior executive.

Generation Mortgage says it is focused on building its retail presence in Puerto Rico and plans to offer services to its wholesale partners later this year.

Additionally, Generation announced the following hires for its revamped national retail division: **Ed O'Connor** joined as eastern regional manager and **Kevin Kaltenbach** became the western regional manager for the company.



Ed O'Connor



Kevin Kaltenbach

A number of national retail reverse mortgage professionals joined the Generation team, including: **Laura Bopp, Mary-Alice Cardenas, Sean Diaz, Bob Linehan, Wendy Oshiro, Joe Rinner, Richard Rosenberg, Ron Seaman and John Simms.**

Generation Mortgage Company is the largest privately owned reverse mortgage retailer and wholesaler in the United States.

The corporate office of **MetLife Bank** in the Ventura County, Calif.-region has announced the hire of **Steve Moore** as a reverse mortgage consultant. Moore has 10 years worth of mortgage consulting experience from working at Bank of America and his own company, CRS Mortgage.

MetLife Bank is a federally chartered bank.

**C. Darren Strumberger** will join **Knight Capital Group Inc.** in New York, New York as its managing director, mortgage trader. He will trade mortgage and structured products, with a specific focus on the company's growing reverse mortgage and HMBS business.

Previously, Strumberger worked at Bank of America Merrill Lynch and was responsible for trading and risk management of reverse mortgages in global banking and capital markets.

## INDUSTRY VETERANS TO LEAD LANDMARK EXPANSION IN NORTHEAST

**BOSTON, MA** — **Landmark Network**, a provider of appraisal management services for the forward and reverse mortgage markets today announced the opening of a Boston branch office. The expansion includes the addition of two industry veterans to the Landmark team led by title and closing attorney **Burton Kliman**.

"Placing a team on the ground in Boston gives the Landmark operation an opportunity to stay well-connected to our existing lender network while growing our client base," said **Erik Richard**, CEO of Landmark.

Kliman joins Landmark as Branch Manager where he will oversee business development operations in New England, New York and New Jersey as well as the expansion into untapped markets requiring valuations services. Prior to joining Landmark, Kliman acted as counsel to hundreds of national servicing companies,

"PLACING A TEAM ON THE GROUND IN BOSTON GIVES THE LANDMARK OPERATION AN OPPORTUNITY TO STAY WELL-CONNECTED TO OUR EXISTING LENDER NETWORK WHILE GROWING OUR CLIENT BASE,"

lending institutions, mortgage lenders and mortgage brokers covering virtually all aspects of real estate lending and servicing. He is a graduate of Brandies University, BA and The National Law Center, George Washington University, J.D.

**William Loud** joins the Landmark team as SVP of Sales and Marketing. Most recently, William was responsible for business development for Boston Title. His prior experience includes numerous sales positions across the lending and finance industry including five years as an account executive for **Saxon Mortgage**. He is a graduate of Northeastern University.

"We are thrilled to have Burt and Bill joining our team to head the Boston branch office," said **Hunter Gorog**, Managing Director at Landmark. "They both possess an outstanding combination of industry expertise and business acumen, which will serve Landmark and our clients well as we deliver services to help our customers achieve growth."

We want to hear from you! Send your letters to the editor to:  
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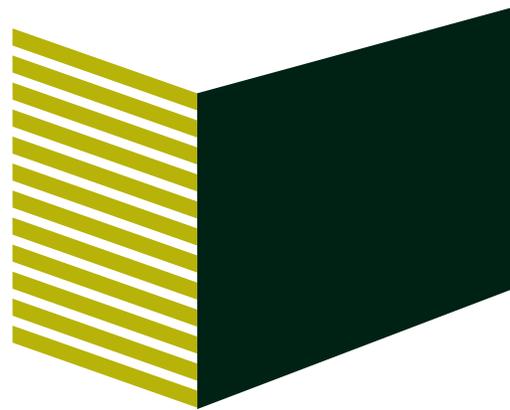
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• BORROW WITH CONFIDENCE •



**NRMLA**

*SINCE 1997*

# Borrow With Confidence:

## STORIES OF EXCEPTIONAL SERVICE

BY MARTY BELL

In June of 2009, just a few months after I began my tenure at NRMLA, Senator Tim Johnson of South Dakota, then a member and now chair of the Banking, Housing and Urban Affairs Committee, paid an early morning visit to our Washington Policy Conference. In an unusually candid opening remark from a public official, Senator Johnson said, I don't know much about reverse mortgages so please educate me.

For the next hour or so, a dozen members each took a turn telling a story of direct service they had provided to a senior in need. Through much of the conversation, you could see the Senator fighting back tears. For the Senator — as well as for a new employee--it was the best possible introduction to the value of reverse mortgages to our American society as well as to the level of commitment of those who deliver them.

Many times since that day, when we've been faced with criticism of the industry or the product by politicians or consumer advocates or reporters, I've found myself wishing I could only restage what occurred in that room before the Senator that morning. So we decided to at least try to replicate that day here in our special Annual Meeting issue of our magazine by reaching out to members, many of them Certified Reverse Mortgage Professionals, who deal one-on-one with customers and asking them to share some of their experiences serving seniors.

The theme of this year's Annual Meeting & Expo to be held at the Renaissance Boston Waterfront Hotel on October

24-26, is "Assuring America's Seniors: Expanding Confidence in Reverse Mortgages." A highlight of the conference will be the roll out of a new national messaging campaign that assures seniors, "You can borrow with confidence from a NRMLA member."

The stories included here back up this claim. Some of them are about serving seniors in great need, others about seniors in healthier financial situations who nonetheless required exceptional service. All of them demonstrate the deep level of personal commitment to helping others within our membership.

What sticks out in these stories is the emotional investment required of reverse mortgage professionals, the combination of time and empathy devoted to meeting virtual strangers, to learning and caring enough about them to understand their individual needs and what may be best for them. It's a blind investment that sometimes pays no dividends at all. But it's what distinguishes those who choose to devote their professional lives to reverse mortgages.

# The Diversity of Clientele

BY BRETT KIRKPATRICK,  
MORTGAGE FINANCIAL INC., INDEPENDENT  
CERTIFICATION COMMITTEE PRESIDENT



My country grandmother would sometimes wag her finger and warn me that bad news comes in threes. I remembered her warnings when recently, for the second time in the same week, I saw an obituary for one of my clients in the local paper. Poignantly, a week later, a third client obituary appeared.

Attending wakes, and comforting surviving spouses, is just one reminder that serving the client after the closing is the heart of the reverse mortgage industry. After the closing, our clients continue to call, despite skilled and compassionate servicing departments. Knowing and trusting us, they call when there is an insurance loss, or when they need a funds request form, or want to change their payment plan. They call for help in interpreting their monthly statement, or when an annual verification of residence letter arrives. They call during tax season, asking if they have any mortgage interest to deduct this year. And they call just to talk.

Contrary to the “forward” world, as our industry mantra goes, our hand-holding and kitchen table coffee chats are what our senior clientele need and deserve. Relationship selling is, after all, about relationships. Our clients continue to need us long after the loan is closed, and always will.

Or will they?

Have we possibly over-told this particularly self-congratulatory story? In painting this seductive picture of our lonely, needy clients, have we unwittingly painted ourselves into a difficult corner? Have we narrow-cast our product as the tool of last resort for the desperate and destitute? In so doing have we possibly invited the intervention of every consumer-protecting, elder-advocating, innocent-protecting activist, regulator, legislator, or reporter intent on positioning themselves, instead, as the tool of last resort for protecting the needy, the vulnerable, the elderly, and the isolated? Is it so strange, however unfairly, to see our industry so frequently caricatured as peopled with rapacious, exploitative hustlers taking advantage of a frail and vulnerable elderly population?

Frankly, although my most labor intensive and “high maintenance” clients are certainly the ones that most readily come to mind, the vast majority of my clients do not call post-closing, and I talk with them only when I pro-actively follow-up. These clients had analyzed their own financial situation, they carefully investigated a HECM, they made an informed and rational decision, they hired my professional services, and they have needed minimal post-closing hand holding or intervention, beyond what is provided by a monthly account statement and toll-free access to an able servicing department. I think of:

- The retired physician and his wife, whose Merrill Lynch financial advisor sought an interim monthly cash flow vehicle. The stock portfolio had dropped 46% from 2008-2009, effectively doubling the burn rate of stock sales to support the couple’s projected retirement income. A HECM line-of-credit with an initial five year modified term replaced stock sales, and allowed time for the portfolio to recover without curtailing the couple’s well-deserved retirement lifestyle.

- The professional wrestling legend whose over-sized home was perhaps too large for him and his wife, but which was irreplaceable because of the museum and training studio contained there. His accountant called, seeking a solution to increasing real estate taxes, outstanding bills, and significant home repairs. A HECM line of credit enabled the couple to live in that home for five more years, until the husband died and the home was sold.
- The retired police chief, who realized that if he pre-deceased his wife then the loss of his pension would leave his widow with no monthly income. A HECM provided funds for the purchase of life insurance, and also left a safety net of a growing line-of-credit for future cash demands.
- A professional builder, who used a HECM to tap his home equity for funds to re-capitalize his construction company in order to complete and sell a cluster of new homes, whereupon he paid down the outstanding HECM balance.
- The adult daughter who had quit work to move into her mother's home as full-time caretaker. Despite the mother's dementia, a durable power of attorney allowed the daughter to tap the equity in the mother's home, arrange for adult day care in a local Alzheimer facility, resume her day job, and return each evening to care for her mother and their home.

Perhaps we, as an industry, must tell the success stories as often as we tell the old-and-frail stories. Actually, the success narrative appeals to a broader and more diverse demographic. It creates a different grist for the daily media mill. It might give regulators

and legislators confidence to narrow their enforcement to the true bad actors and genuine fraudsters, trusting that 25 years of diligent efforts and marketplace experience by Congress, HUD, the AARP foundation, NRMLA, the counseling network, and countless industry participants have forged a responsible financial service sector delivering a valuable product to a willing market.

Ironically, in their zeal to take credit for protecting the "nth" senior from possible harm, these crusaders can deprive their intended protectees of the unique benefits and guarantees of a program that was born of an equal zeal to protect the "nth" senior from possible harm. By fostering an aura of suspicion and an odor of inappropriateness, they potentially frighten seniors from an objective first look.

So we, as an industry and as individual providers, must continue to educate ourselves on retirement issues and income strategies, re-positioning the HECM beyond its single-purpose image to its rightful place as a versatile financial tool in a comprehensive retirement plan.

"It takes a whole heap of good news to outweigh the bad," my grandmother would say.

We have a whole heap of good news. Let's share it.

**Brett Kirkpatrick** has been a loan officer and program developer with **Mortgage Financial, Inc** (Boston) since 1998, and has been originating HECMs since 2002. Brett is current chairman of the ICC (Independent Certification Committee) which oversees the CRMP designation for NRMLA.



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# The Art of Reverse Mortgages

BY SARAH HULBERT, FIRST REVERSE USA,  
CHAIR NRMLA ETHICS COMMITTEE



I locked the car and squinted as I looked up at my prospect's house — a beautiful home, painted white with black shutters and surrounded by rhododendrons, azaleas and fir trees. On a closer look, weeds were popping up here and there. Dead plants in the planter's box hung from the front step. Picking the newspaper off the slightly worn welcome mat, I rang the doorbell. And just when I was about to ring it a second time, the deadbolt unlocked and the door opened slowly, but only by a little crack—just enough to allow the homeowner to see who was at the door.

"Good morning, Mary Beth. I'm Sarah Hulbert, here to meet with you about a reverse mortgage."

"Welcome, Sarah. Please come in!" Mary Beth said with a wary smile.

With a breathtaking view of Mount Hood, Ore. in the distance, the living room looked bright and sunny. But the early spring sun couldn't hide the feeling that something was wrong in the home. Despite the rich aroma of fresh coffee, the home seemed empty and sad. A box of tissues sat on the coffee table next to the sofa, complete with a blanket and pillow. Someone had been sleeping there.

Mary Beth poured me a cup of coffee, and we sat down at the kitchen table. She told me her husband died of cancer a month ago. With his death, her Social Security income dropped 50 percent, while the medical bills from his illness piled up.

"I do not want to sell this house, but I don't know what else to do," Mary Beth said.

"I cannot afford the property taxes and the maintenance on my income!"

It is a common story, but meeting with prospects in these situations breaks my heart. Her late husband, Frank, had always handled the finances and home repairs. She said he thought that owning their home free and clear with no additional debt meant that she would be financially covered after his death. What they didn't plan for was the mountain of debt that came with his prolonged illness.

I explained reverse mortgages to Mary Beth, but when I saw her eyes cloud over, I asked if she understood what I was saying. She indicated she did, but that she would like to have another set of eyes and ears look at the program with her. We chatted for awhile and agreed to meet again when her neighbor, a real estate

agent, could sit in with us. In the meantime, Mary Beth agreed to call a local, non-profit housing counselor to get reverse mortgage counseling, a requirement for all reverse mortgage applicants.

A week later, I returned to meet with Mary Beth and her neighbor. During the meeting, I walked them through the program and explained how she might benefit from a reverse mortgage. Mary Beth decided she was ready to complete the application. An hour later, I was on the road back to my office, where we began processing her reverse mortgage application.

About six weeks later, I was back at Mary Beth's house with a traveling notary. The notary and I sat down with Mary Beth and her neighbor to explain the closing documents. Once all the documents were properly signed, the neighbor and notary left, leaving just Mary Beth and me alone to chat.

I gave Mary Beth a copy of the closing documents for her records and asked if she had any questions. "Not at this time," was her answer, "but I am sure I will!" she said with a weak smile. I reminded her of the three-day right of rescission, whereby she had time to review the documents again, call me with any questions and, if she chose, opt to cancel the transaction altogether. She was pleased with this, as she knew she could take her time in the next few days to re-read the documents and ask any remaining questions before her reverse mortgage funded and recorded.

"Now that the reverse mortgage is almost final, how do you feel?" I asked her.

"I'm in shock," she said, "because all I have done since I lost my husband is worry about what I was going to do in the future." She explained that she had been up nights worrying about how to pay the bills, how she would pay her property taxes and what she would do if the furnace or refrigerator went out. She had decided to take out a lump sum of cash, with enough money to pay off her husband's medical bills and leave a small safety-net in her checking account. The remaining funds were left in a line of credit which she could draw on as needed.

Mary Beth took a deep, shaky breath and said, "Now that I don't have to worry about money anymore, it's time to look at my future and what I want to do. It feels strange not to have my husband here, but now that I know I am secure financially, I feel so free!" She smiled brightly and looked at me with a twinkle in

her eye that I hadn't seen in the weeks we'd known each other. "I feel like I have a new lease on life! If only ..." she paused and looked up at me while she began wringing her hands.

"What's wrong, Mary Beth?" I grew concerned, as I noticed tears gathering in her eyes.

She laughed nervously and said, "I don't know how to say this, but even though I feel this sense of relief, there is something else you could help me with."

Thinking she had more questions or maybe needed help with something around the house, I said, "Sure, whatever you need."

"Now that this money is being deposited in my checking account in a few days, there's something I need to learn." She paused and looked up at me. "I've got a confession to make."

"What's that?"

"I have the money, but I don't know how to write a check!"

Needless to say, I sat down again at the kitchen table and showed her how to write a check and track it in her register, balancing it with her bank statement. We exchanged hugs and I went on my way. We exchanged Christmas cards for several years, and even though we don't correspond any longer, she is still in my thoughts regularly.

Reverse mortgages have received a great deal of attention in the mainstream media recently. I am often saddened by what appears to be a vision that has gone adrift. It is important that we all

hold fast to what I call "the art of reverse mortgages." With all the focus on new products, interest rates, modernization, etc., it's easy to forget the original driving force behind the creation of reverse mortgages: To help senior homeowners.

Undoubtedly, reverse mortgages can be life-changing for senior homeowners, but the experience itself affects everyone involved in the transaction—the loan officer, the counselor, neighbors, children, escrow officers, etc. That's what makes this program so special. Those of us involved with the program benefit just as much as the borrowers do. We have the pleasure of working with and helping seniors achieve their retirement goals and are able to go home at night with the satisfaction of making a difference in people's lives.

(This article originally appeared in *National Mortgage Professional Magazine*)

**Sarah Hulbert** is the Retail Business Development Manager for **First Reverse USA**. With nearly 20 years of reverse mortgage experience in operations, retail and wholesale sales, Hulbert served four terms as co-chair of the National Reverse Mortgage Lenders Association's board of directors. She is a current board member and co-chair of its Standards and Ethics Committee.



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# Roller Coaster Ride

By JIM CORY



Another bad appraisal. Oh no. That makes four out of the last five. Does she still qualify? Will this loan still close? How did I miss on the property value so badly?

Let's start from the beginning, well, the beginning of the application appointment at least: "Hi Ms. B., its Jim Cory from Legacy Reverse Mortgage. How are you doing? Great. Say, I'm leaving San Diego for the weekend and heading up to Los Angeles and if you were available I could stop by and meet you face to face to discuss your reverse mortgage. Super. Sure I can bring an application, and yes, we still have the 4% fixed rate. We can't lock the rate, but we sure can take the application and move as fast as possible to take advantage of this amazingly low rate."

Fast forward two days and I'm driving up on a Friday afternoon to see Ms. B. in her home in the city of Los Angeles. Of course I hit the rare traffic at the border patrol stop in Camp Pendleton, those 10 extra minutes on a Friday afternoon surely costing me another 30 minutes in Los Angeles. 5:30 and I reach the home of Ms. B., driving straight up a hill that seemed as daunting as Little Round Top. I'm in the trees, in a secluded area, on top of a hill, gorgeous view of the reservoir, right in the middle of Los Angeles. No way this home is worth less than \$625,500.

The application goes quickly, efficiently and Ms. B. gives me the obligatory tour of the home. Great home, great view, secluded property, and a big driveway with plenty of parking. This home would sell in a second.

Ms. B. was really interested in the 4% fixed rate reverse mortgage, which as we discussed puts her in a much better position to retain equity for her daughter. Like many reverse mortgage borrowers, she understands clearly that her daughter probably won't be able to inherit this home, but she wants to leave her daughter something from the home when she passes. She also can't afford her monthly mortgage payment; she's currently carrying a balance of about \$360,000 on her home. This low fixed rate reverse mortgage is perfect. And she'll even have about \$40,000 leftover in cash to do some much longed-for travel.

With application in hand and after a stop at Six Flags Magic Mountain the next day to claim a present from my birthday a few weeks earlier (I feel one is never too old to ride 14 roller coasters in one day – and yes, I really was headed up to Los Angeles for the weekend), I head back to San Diego. With the signed counseling certificate I order the case number and we are ready to go. As promised we begin processing at breakneck speed. Then comes the appraisal.



Jim Cory

\$580,000. What? How did they get that? I look at the comparables, all from another neighborhood in Los Angeles, none on her hill, none with a view. She still qualifies, but now she's only getting approximately \$12,000 in cash. Mrs. B. is not happy, nor am I. And now she's got cold feet again. Did I mention I had been discussing the reverse mortgage with her for the past five months? And it's another Friday, and there's rumor the 4% will soon go the way of the dodo bird.

I jump into action. We find some recent comparables, including one a few doors down from her house. Similar (comparable!) home, sold 2 months ago, sale price \$720,000. I call the appraisal management company.

Using that comparable and two others, I fill out their appraisal rebuttal sheet in record time to get it in before the weekend. Normally, I spend a few days strategizing, complaining about the appraiser, expounding on the issues around the FHA appraisal process of using appraisal management companies, and then finally do my research. No time for that, I submit the form.

The next week, I follow up a few times, and voila, the appraiser has reviewed the additional comparables and we have an updated report. Uh-oh, that was too fast. Let me guess, check the addendum for the denial of the comparables that I supplied.

\$675,000! The appraiser admits he made a mistake in using the incorrect neighborhood and not giving enough consideration to the view and location. And he's corrected it. I call Ms. B. and she's ecstatic. I can't believe it, not only did we actually win an appraisal rebuttal but it only took 12 days.

We're ready to close, one condition to clear then we should receive final approval and we can lock. Suddenly, the market turns and the 4% is on notice. I'm on the phone again, this time with the lender. I'm doing whatever I can to rush this loan, to get the clear to close and lock the rate for my client. I get the clear to close the day before the lender drops the 4% rate as an

**“SIMILAR (COMPARABLE!) HOME, SOLD 2 MONTHS AGO, SALE PRICE \$720,000. USING THAT COMPARABLE AND TWO OTHERS, I FILL OUT THEIR APPRAISAL REBUTTAL SHEET IN RECORD TIME TO GET IT IN BEFORE THE WEEKEND.”**

option. We've made it. Total time to process the application, including a 12 day delay with the appraisal, is 33 calendar days.

Two weeks later, an edible arrangements basket arrives at the office, thanking the Legacy team for their hard work on the loan. Reading the attached note makes all the hard work we put in this industry worth it. As for the delicious basket of fruit, I hope it's not a violation of RESPA...

**Jim Cory** is Co-founder and CEO of **Legacy Reverse Mortgage**, a reverse mortgage originator in San Diego, CA. Mr. Cory began his reverse mortgage career 13 years ago and he serves on the Board of Directors for the National Reverse Mortgage Lenders Association. [jcory@legacyreversemortgage.com](mailto:jcory@legacyreversemortgage.com)



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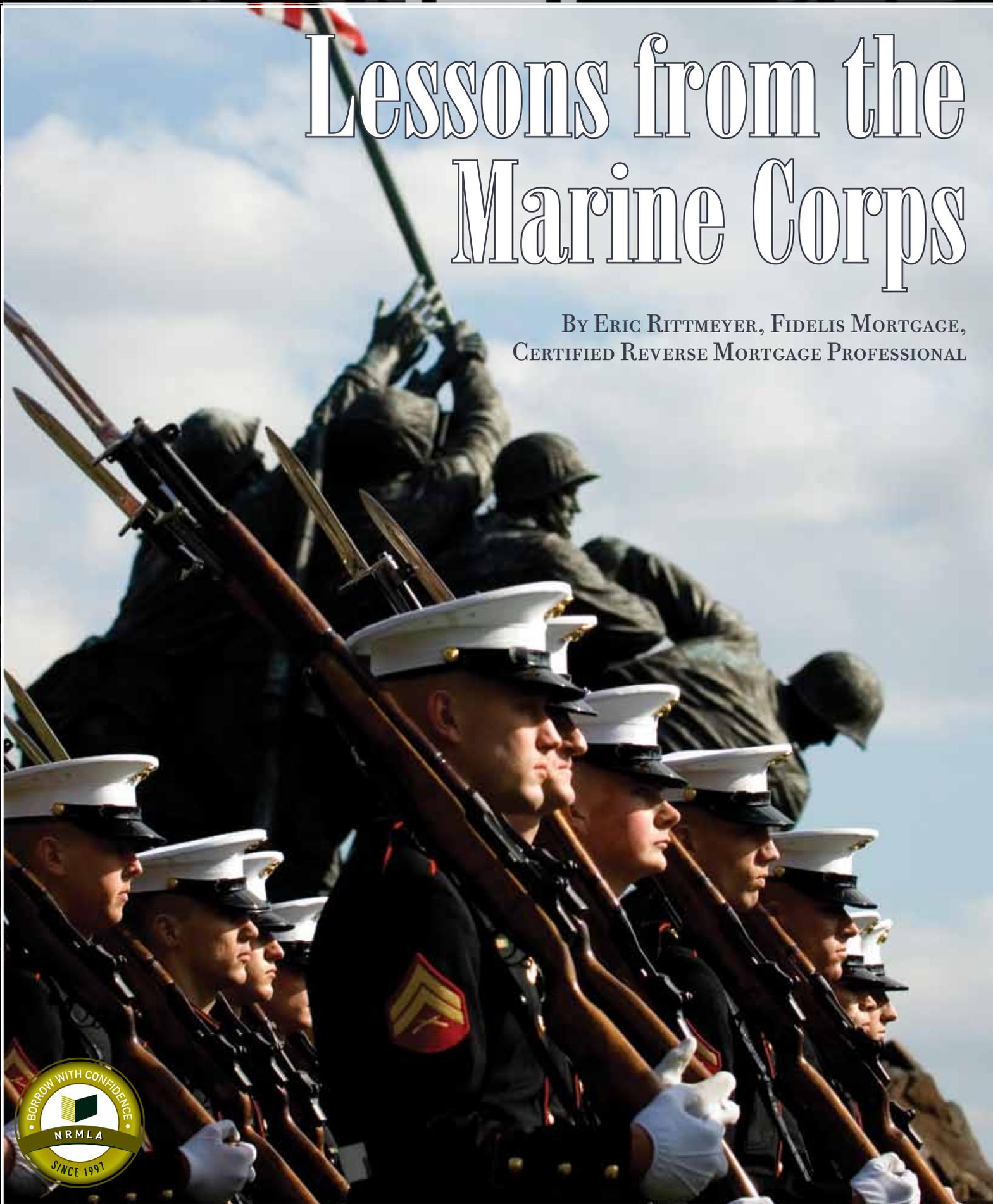
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# Lessons from the Marine Corps

BY ERIC RITTMAYER, FIDELIS MORTGAGE,  
CERTIFIED REVERSE MORTGAGE PROFESSIONAL



From the very first day I entered the mortgage business back in 1998, I made it my top priority to always go above and beyond for my clients. Whether it was meeting a client late in the evening at their home, or cutting my weekend short to meet on a Saturday afternoon, I have always taken great pride in my job and the service I provide.

Over the years, I have helped guide hundreds of older homeowners through the process of obtaining a reverse mortgage and I have gained many new friendships along the way. Many of these relationships were forged over long periods of time after multiple meetings and long conversations with their family and friends. The one common thread that has made every one of these relationships work is trust. I, like most reverse mortgage originators, have many happy stories to tell. And then there are the ones that are not so happy, but remain closest to my heart.

I received a call from a couple that started like many initial inquires do with questions about how to qualify, how much could be received, how the money got paid back, etc.. After spending about 45 minutes on the phone with both the husband and wife, they informed me that I was the fourth company they had spoken to, and that they needed one very important question answered: Could I guarantee them that we could settle within three weeks? I explained to them that I never give 100% guarantees on

anything, but I did not see any problem with a three week settlement, especially because they had already completed the counseling and had a certificate in hand. The husband told me that he and his wife had a trip planned and the reverse mortgage had to be completed before they could leave. I explained that I was very confident I could have everything completed within his time frame and the next day the application was completed.

Over the next week or so, we communicated frequently via email. The appraisal came in just a little higher than what they thought, and everything was submitted for approval. A few days after the file was submitted, I received a call from the wife who sounded very upset. When I asked if everything was okay, she explained to me that her husband had stage 4 cancer, he was given just months to live and the vacation they scheduled was going to be their last trip together. I was at a loss for words, and to make it worse, she told me he was rushed to the hospital the night prior. She was calling to let me know that she would be at the hospital and I could contact her on the cell phone. I explained

that everything was just about ready for settlement, and that we were going to be right on schedule. I asked her to call and let me know how her husband was doing.

A couple of days later, I received a call letting me know that her husband had passed away. It was my first experience of having a client pass away, and I did not take it very well. She was very upset, but also relieved that he had gone peacefully. She thanked me for everything and informed me that she still wanted to complete the reverse mortgage- and she was still going to take the trip they had planned. It was a good feeling for me knowing that I was able to keep my word and have everything completed ahead of schedule, and she was very thankful for that.

For the majority of reverse mortgage clients, this is probably the final large financial decision they will have to make in their lifetime. I remember this every time I talk with my clients. I want every person I assist to feel totally comfortable and 100% confident in their decision to move forward with the reverse mortgage. I learned very early in my Marine Corps days that trust and respect are never given, they are earned.

*Eric Rittmeyer is the President of Fidelis Mortgage located in Baltimore, Maryland. Eric is a veteran of the U.S. Marine Corps and has been in the mortgage industry since 1998. In June 2010, Eric was among one of the first in the nation to receive the designation of Certified Reverse Mortgage Professional (CRMP).*



Eric Rittmeyer

**“A COUPLE OF DAYS LATER, I RECEIVED A CALL LETTING ME KNOW THAT HER HUSBAND HAD PASSED AWAY. IT WAS MY FIRST EXPERIENCE OF HAVING A CLIENT PASS AWAY, AND I DID NOT TAKE IT VERY WELL. SHE WAS VERY UPSET, BUT ALSO RELIEVED THAT HE HAD GONE PEACEFULLY. ”**

# It Takes Perseverance

BY MELINDA HIPPI,  
FIRST LEGACY MORTGAGE,  
CERTIFIED REVERSE MORTGAGE PROFESSIONAL



**B**ack in February of 2010, I got an urgent call from one of my Realtor partners stating he had a friend in desperate need. A particular bank had been attempting to do a reverse mortgage for a gentleman who lived in an historical area of San Antonio where there were many multifamily residences, single family and even some commercial properties. The bank had turned him down and this Realtor asked if I could take over the file.

This potential borrower was living in an upstairs unit of his four unit property and renting the other units. He had many health issues and had very limited mobility and relied on friends and neighbors for help and errands. He owed over \$130,000 in back property taxes and was in danger of losing both his home and the rental income that supported him.

I was definitely willing to try to help this man and after meeting with him and reviewing the file, I started the process of transferring case numbers and the appraisal. Once I received everything, I realized that the appraiser was not from our area, did not know the area well and, as a result, could not find good multifamily comps. His appraisal was obviously way off. I, unfortunately, had advised the client that he should let the appraisal expire and start all over. I explained that we needed to find some better comparable properties and that it might be require patience because multifamily sales in his neighborhood were way down from a time when they were the hottest thing going.

I then turned to my network of Realtors, lenders and my own company colleagues to keep me abreast of multifamily sales that would be of benefit to my client. We had to wait about five months to let the appraisal expire. But it turned out my very own boss had a multifamily property loan that had a contract, we found another Realtor who also had a property with a contract, and we were able to exchange comps with both of them. Then I was able to use those two comps to get my new appraisal approved.

While my client did have to wait out this appraisal and comps process to get his reverse mortgage, we were able to hold off the tax office until he could pay all his back taxes and still leave him enough with cash to totally repaint and rework the woodwork on his historical home. He appreciated the effort that my entire team put into his file over an eight month period to help him hold onto his home and his rental income. It puts a good feeling in my heart that I was able to assist him. Plus, I have created a friend and referral partner for life.

*Melinda Hipp has been a mortgage professional for 13 years and spent the last 7 with Legacy Mutual Mortgage in San Antonio, Texas handling both forward and reverse mortgages. Melinda holds an MBA and an MA from Southern Methodist University and also holds the CRMP designation from NRMLA.*



**RM**

Melinda Hipp

**“HE APPRECIATED THE EFFORT THAT MY ENTIRE TEAM PUT INTO HIS FILE OVER AN EIGHT MONTH PERIOD TO HELP HIM HOLD ONTO HIS HOME AND HIS RENTAL INCOME.. IT PUTS A GOOD FEELING IN MY HEART THAT I WAS ABLE TO ASSIST HIM. PLUS, I HAVE CREATED A FRIEND AND REFERRAL PARTNER FOR LIFE.”**

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# The Feeling Approach

BY HENRIETTA BELCHER-STACK, WSFS BANK,  
CERTIFIED REVERSE MORTGAGE PROFESSIONAL



There are two approaches to everything in life: The first is the 'by the book' approach — meaning everything has a bullet point, a right and a wrong, a way of doing things from the point of view of management. The alternative is the 'feeling' approach — doing something that is right for the customer, even sacrificing the big payout to do the right thing. Most people go straight by the book to impress the boss, get what they want and have a convenient alibi if things don't work out. Let's face it, life today is expensive, business today is difficult and everyone is ultra dollar conscious. But I just don't think like that.

In the reverse mortgage business, I believe it's my job to look at life through the eyes of the customer; to ask the important questions such as who, what, where and why to try to get in on their perspective. This is a people business, not a numbers business and there is more to the process than just filling out the paperwork, and sending the customer off to closing alone and overwhelmed.

The benefits of a reverse mortgage are endless for the right customer. This product can give a person 62 years or older financial peace of mind. But first we need to make sure our customers are qualified on paper and that the product we are selling makes sense for them.

During the initial meeting, while I go over the process with the customer, I am simply getting to know them. I usually meet with the customer two to three times, talking about the future, children, grandchildren or just the weather. Each meeting can last up to two hours. It's a large investment of time, but I find that's the commitment we make when we choose this business.

I counsel the customers to make sure the reverse mortgage is the right thing, and, if it turns out not to be, I advise the customers to go a different route. After they go through third-party counseling while we work together to complete the application, I like to go over everything said from the very first meeting another time, just to make sure the customers really know what they are signing and what the next steps will be.

Though it is not required or customary, I attend the closing with the customer. This is a big decision in anyone's life and under no circumstances would I let the customer feel alone. If you are

going to count on me to guide you through this process, I am going to be there with you every step of the way. And even when the process is finished and the loan closed, I remain always available to my clients.

Financial services may have a reputation as being a cold business, and rightly so. But we are dealing with seniors and their homes and their families and what well may be their last big financial decision. This has to be a warm business.

**“I BELIEVE IT’S MY JOB TO LOOK AT LIFE THROUGH THE EYES OF THE CUSTOMER; TO ASK THE IMPORTANT QUESTIONS SUCH AS WHO, WHAT, WHERE AND WHY TO TRY TO GET IN ON THEIR PERSPECTIVE. THIS IS A PEOPLE BUSINESS, NOT A NUMBERS BUSINESS...”**

Everyone has a choice in life take the 'book' way or the 'feeling' way. I just follow my heart and try to make sure whatever I am doing all along the way is for the good of the customer. After all, there are a lot of ways to make a living, but what this business is finally all about is heart, isn't it?

*Henrietta Belcher-Stack, CSA, CRMP started her career in the retirement plan trust service industry as a national sales manager. She joined **WSFS Bank** in 2006 and quickly joined the Reverse Mortgage Division. She was WSFS Bank Lender of the Year in 2007 and 2008. Her role changed in 2009 when she was promoted to National Sales Manager and again promoted to Assistant Vice President in 2010.*



# Closing Under Pressure

By ALISSA SCOTT PRIETO,  
PREMIER REVERSE CLOSINGS

It began like the closing process on any other loan. We received Marjorie's file in late December, which would probably mean a closing in late January as long as that was convenient for Marjorie. Then, on January 28th we were notified by the lender that Marjorie's home was to be foreclosed on January 31st at 10 AM. January 28th was a Friday! Even if we could pull this off by working all weekend, there were not three days left for the required right of rescission period.

Marjorie is 68 years old and has resided in her property in Tulare, California since she was in her 20s. The whole point of the reverse mortgage was to permit her to afford to stay in her home. It was imperative that we got the reverse mortgage loan closed before Monday morning.

Our team, led in this case by Tina Meilinger, our Senior Vice President of Operations, and Josalyn Keeth, the Lead Settlement Officer, set aside any weekend plans and went to work. They contacted the lender to see if we could get approval to waive the right of rescission. This request is never approved because of the liability that it places on the lender unless we can prove that there are no other options to save this borrower's home.

While the lender was making this difficult decision, we obtained the foreclosure attorney's contact information and called to beg and plead to postpone the sale. However, the sale had been postponed previously and our sad story fell on deaf ears. Without a moment to lose, we scheduled the signing immediately and after the borrower signed the loan documents, she drove to our office with them so that we could scan them to the lender and they could start underwriting the file. We received an approved waiver from the lender and borrower to omit the three day right of rescission and verified that all documents had been signed correctly. But the drama wasn't over yet. Our office is located on the West Coast — and the payoff lender and attorney were located on the East Coast.

We had to coordinate with our accounting department and disbursement department and all come in at 4:30 AM Pacific Time Monday morning to receive the borrower's funds and send out the payoff wire as quickly as we could so that it would be received by 10 AM Eastern Time to prevent the foreclosure. Luckily the stars aligned, this all worked out and we were able to save Marjorie's home! Instead of being tossed out of her house on Monday, she came to our office with a card and canned jelly that she had made to show her appreciation.

When people ask us what we do for a living, I tell them that we are in the business of changing senior's lives, one loan at a time.



Alissa Scott Prieto

**Alissa Scott Prieto** is the VP, Eastern Regional Sales Manager and has been employed with **Premier Reverse Closings** for the past 8 years. Prior to joining the reverse mortgage industry, she closed loans as a Settlement Officer for three years.



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## REVERSEVISION

**ReverseVision** is a leading technology company in the reverse mortgage industry. 10,000 users in 1000 companies rely on ReverseVision to originate reverse mortgages.

Loan officers like the simplicity of ReverseVision and the powerful graphical representation of reverse mortgages. Lenders rely on ReverseVision for RESPA compliance and use ReverseVision's reporting features to manage their operation.



## REVERSEVISION

ReverseVision is privately owned and independent and focuses on reverse mortgages exclusively. The company is located in North Carolina and employs a team of leading software engineers and reverse mortgage specialists with a combined experience of over 50 years.

[www.reversevision.com](http://www.reversevision.com)

(919) 834-0070

[info@reversevision.com](mailto:info@reversevision.com)

## REVERSE MORTGAGE SOLUTIONS

**Reverse Mortgage Solutions** (RMS) is a premier provider of hosted reverse mortgage loan servicing software as well as the nation's leading authority on all aspects of reverse mortgages — specializing in reverse mortgage servicing and sub-servicing. The RMS suite of reverse mortgage technologies automates the entire reverse mortgage life-cycle from loan origination to loan servicing to Ginnie Mae HMBS issuance and master servicing.

The corporate objective is to continue to be a dominant force in all aspects of reverse mortgage business, as well as other mortgage and mortgage-related specialty serving products. To learn more about RMS click here: [www.rmsnav.com](http://www.rmsnav.com)



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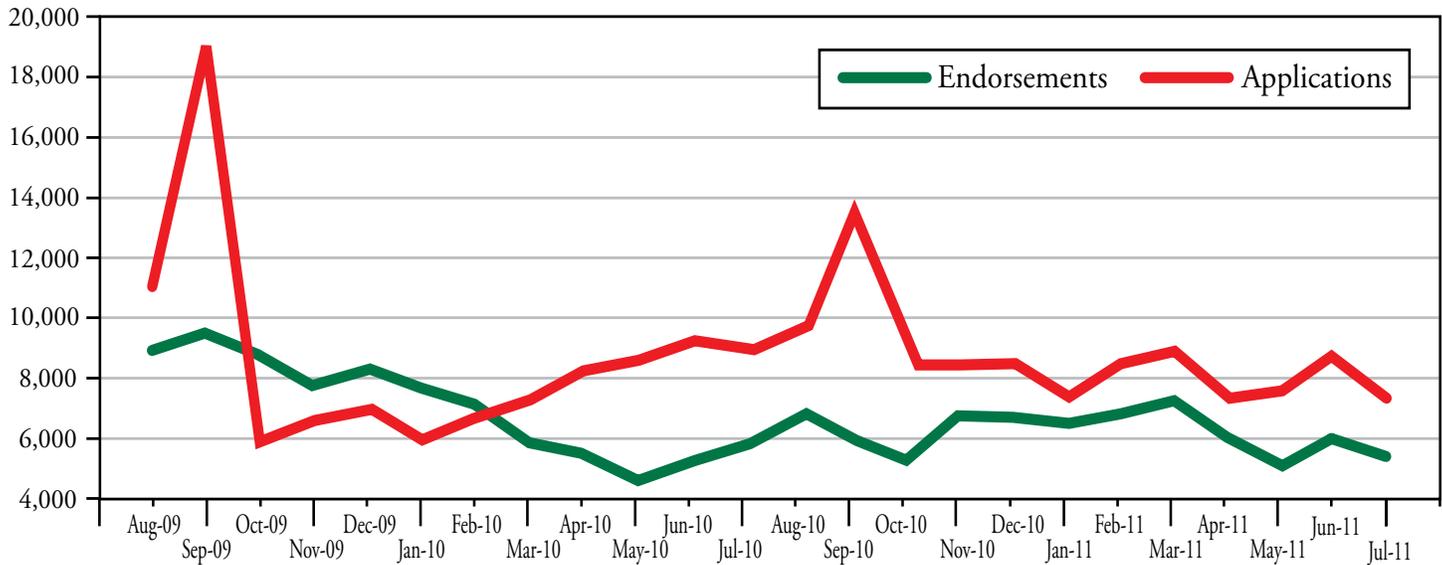
**Urban Financial Group & Reverse it!** offer a complete line of products and services in the retail and wholesale reverse mortgage industry, respectively. Consistently ranked among the top ten lenders in the nation, Urban Financial Group and Reverse it! have built their success using a turn-key, streamlined approach for their clients to assure all loans are closed accurately, quickly, and above all — ethically. As a pioneer in the reverse mortgage industry, Urban Financial Group also uses its strength, experience, and proud NRMLA affiliation to lobby for fair laws that protect seniors from abusive and predatory practices. Visit us at [www.reverseit.com](http://www.reverseit.com)

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# HECM VOLUME TRENDS

Below is a graph of HECM activity by volume from March, 2009, through July 31, 2011.



Source: Reverse Mortgage Insight ([www.rminight.net](http://www.rminight.net))

# THE NATION'S 20 LARGEST HECM STATES

Below is a ranking of HECM activity by state from January 1, 2011, through July 31, 2011.

RANK	RANK CHANGE	STATE	LOANS ISSUED	Y-o-Y % CHANGE	MAX. CLAIM AMOUNTS	MARKET-SHARE
1	0	California	5,955	3.7%	\$2,452,361,819	13.7%
2	1	Texas	3,770	13.0%	\$607,866,163	8.7%
3	-1	Florida	2,919	-21.4%	\$589,581,508	6.7%
4	0	New York	2,602	10.6%	\$962,411,858	6.0%
5	3	Pennsylvania	1,978	27.0%	\$358,867,019	4.6%
6	0	New Jersey	1,856	14.1%	\$552,897,832	4.3%
7	0	Virginia	1,692	4.4%	\$399,014,410	3.9%
8	-3	Maryland	1,458	-21.9%	\$372,672,343	3.4%
9	7	North Carolina	1,148	38.3%	\$230,692,603	2.7%
10	-1	Illinois	1,145	-20.8%	\$225,294,065	2.6%
11	-1	Washington	1,120	-5.5%	\$327,802,060	2.6%
12	-1	Georgia	1,057	-3.8%	\$196,519,508	2.4%
13	-1	Puerto Rico	1,015	1.0%	\$173,109,250	2.3%
14	0	Massachusetts	883	-3.0%	\$291,191,000	2.0%
15	0	Arizona	860	0.0%	\$190,565,797	2.0%
16	3	Tennessee	815	26.2%	\$141,661,130	1.9%
17	-4	Oregon	795	-14.4%	\$202,627,190	1.8%
18	-1	Colorado	786	10.5%	\$225,356,112	1.8%
19	1	South Carolina	748	17.8%	\$148,032,152	1.7%
20	3	Ohio	734	22.3%	\$94,949,290	1.7%

Source: Reverse Mortgage Insight ([www.rminight.net](http://www.rminight.net))

*This was a private transaction. This announcement appears as a matter of record only.*

Private Sale

June 10, 2011

\$101,067,000 (approximate)



Seattle Bank has sold certain adjustable rate Home Equity Conversion Mortgage loans (HECMs), associated servicing rights, and other reverse mortgage related obligations.



New View Advisors LLC was financial advisor to Seattle Bank in the transaction.



Lowenstein Sandler provided legal representation to Seattle Bank in the transaction.

# THE NATION'S TOP 100 HELM LENDERS

RANK	LENDER	Loans Issued	Y-o-Y % change	Max. Claim Amounts*	Market-share	RANK	LENDER	Loans Issued	Y-o-Y % change	Max. Claim Amounts*	Market-share
1	WELLS FARGO BANK NA.	10,739	30.2%	2808.89	24.8%	51	M AND I MARSHALL & ILSEY BANK	70	-36.9%	12.54	0.2%
2	METLIFE BANK	3,620	131.3%	940.12	8.4%	51	UPSTATE CAPITOL INC.	70	-50.7%	14.29	0.2%
3	BANK OF AMERICA 3,465	-8.5%	939.79	8.0%		53	VIG MORTGAGE CO.	69		13.27	0.2%
4	ONE REVERSE MORTGAGE LLC	2,523	54.6%	418.89	5.8%	53	ACADEMY MORTGAGE LLC.	69	-41.0%	17.27	0.2%
5	GENERATION MORTGAGE CO.	899	27.7%	197.49	2.1%	53	AMTEC FUNDING GROUP LLC.	69	-21.6%	20.67	0.2%
6	AMERICAN ADVISORS GROUP	856	110.8%	171.47	2.0%	56	FIRST MARINER BANK	68	-74.4%	16.46	0.2%
7	REVERSE MORTGAGE USA INC.	564	-13.9%	83.32	1.3%	57	GATEWAY FUNDING DIVERSIFIED MTG.	66	0.0%	17.24	0.2%
8	URBAN FINANCIAL GROUP	547	-36.5%	82.31	1.3%	58	TRIPPOINT MORTGAGE GROUP INC.	65	-5.8%	34.06	0.2%
9	GAURDIAN FIRST FUNDING GRP LLC	534	-20.9%	116.91	1.2%	59	MONTGOMERY MORTGAGE INC.	63	-37.6%	10.09	0.1%
10	GENWORTH FINANCIAL.	442	66.8%	104.03	1.0%	60	PRIMARY RESIDENTIAL MORTGAGE INC.	62	-8.8%	14.27	0.1%
11	SECURITY ONE LENDING	432	27.4%	121.54	1.0%	60	HARVARD HOME MORTGAGE INC.	62	-51.9%	10.91	0.1%
12	PNC REVERSE MORTGAGE LLC	421	89.6%	95.53	1.0%	62	METRO ISLAND MORTGAGE INC.	60	39.5%	10.71	0.1%
13	NEW DAY FINANCIAL LLC	412	5.6%	84.17	1.0%	63	UNIVERSAL LENDING CO.	57	0.0%	14.98	0.1%
14	UNKNOWN	409		118.76	0.9	64	APPROVAL FRIST HOME LOANS INC.	56	24.4%	17.42	0.1%
15	SENIOR MORTGAGE BANKERS INC.	376	9.0%	59.46	0.9%	64	PRIORITY MORTGAGE CO.	56	-60.8%	9.89	0.1%
16	THE FIRST NATIONAL BANK LAYTO.	354	807.7%	123.47	0.8%	66	SENIORS REVERSE MORTGAGE	54	-71.4%	12.42	0.1%
17	M AND T BANK	338	1.5%	61.45	0.8%	67	FULTON BANK NATIONAL ASSOC.	53	-5.4%	11.60	0.1%
18	FIANACIAL FREEDOM ACQUISITION	300	-56.5%	88.81	0.7%	67	SOVERIEGN LENDING GROUP INC.	53	307.7%	24.25	0.1%
19	MONEY HOUSE INC.	298	-8.3%	50.26	0.7%	69	WEST TOWN SAVINGS BANK	52	2500.0%	10.43	0.1%
20	GREAT OAK LENDING	289	-23.3%	63.66	0.7%	70	AXIS FINANAL GROUP INC.	51	750.0%	5.55	0.1%
21	NET EQUITY FINACIAL INC.	281	-40.1%	74.73	0.6%	70	AA MORTGAGE GROUP LLC.	51	-39.3%	91.55	0.1%
22	IREVERSE HOME LOANS LLC.	257	84.9%	64.46	0.6%	70	STERLING SAVINGS BANK	51	5000.0%	11.02	0.1%
23	SUNTRUST MORTGAGE INC.	250	36.6%	51.63	0.6%	70	TRADITIONAL HOME MORTGAGE INC.	51	-54.5%	14.75	0.1%
24	EQUIPOINT FINANCIAL NETWORK INC.	201	-22.7%	52.97	0.5%	74	VALUE FINANCIAL MORTGAGE SERVICE	50	-31.5%	8.83	0.1%
25	ROYAL UNITED MOORTGAGE LLC.	196	92.2%	40.86	0.5%	74	ROCKLAND TRUST CO.	50	6.4%	15.12	0.1%
26	ASPIRE FIANACIAL INC.	165	-6.8%	24.01	0.4%	76	ALLIED HOME MORTGAGE CAP. CO.	49	-43.0%	9.01	0.1%
27	PRIMELENDING/PLAINCAPITOL	158	135.8%	39.35	0.4%	76	UNITED NORTHERN MORTGAGE	49	28.9%	19.27	0.1%
28	MIDCONTINENT FINACIAL CENTER	154	38.7%	36.87	0.4%	78	THE SENIOR EQUITY GROUP INC.	48	23.1%	21.91	0.1%
29	MAS ASSOCIATES	129	-17.3%	31.36	0.3%	79	GAURENTEED MTG. CO. INC.	47	104.3%	19.19	0.1%
30	SENIOR AMERICAN FUNDING INC.	121	-37.9%	40.13	0.3%	80	LIBERTY STREET FINANCIAL GROUP	46	-20.7%	21.06	0.1%
31	MORTGAGESHOP LLC	120	-13.0%	23.81	0.3%	81	PROSPERITY MORTGAGE CO.	45	-8.2%	14.99	0.1%
32	ALL FINANCIAL SERVICES INC.	105	36.4%	15.23	0.2%	81	OCEANFIRST BANK	45	40.6%	8.79	0.1%
33	WEBTSEER BANK	97	5.4%	23.97	0.2%	81	NEW CASTLE MORTGAGE LLC.	45	-11.8%	6.49	0.1%
34	REVERSE MORTGAGE SOLUTIONS INC.	93		18.12	0.2%	84	HEALTH ONE CREDIT UNION	44	25.7%	16.96	0.1%
35	AMERICAN PACIFIC MORTGAGE	92	16.5%	28.76	0.2%	84	MIDCONTINENT FIANACIAL CENTER INC.	44		10.01	0.1%
36	NETWORK FUNDING LP.	85	51.8%	17.57	0.2%	84	MCGOWIN KING MORTGAGE LLC.	44	-22.8%	7.25	0.1%
36	CHERRY CREEK MORTGAGE CO. INC.	85	10.4%	25.79	0.2%	84	WATERMARK CAPITOL INC.	44	-27.9%	14.97	0.1%
38	HOME SAVINGS OF AMERICA	83	93.0%	23.08	0.2%	88	ARAMCO MORTGAGE INC.	43	16.2%	19.47	0.1%
38	OPEN MORTGAGE LLC.	83	-20.2%	29.83	0.2%	88	JAMES B. NUTTER AND CO.	43	22.9%	7.36	0.1%
40	SUN AMERICAN MORTGAGE CO.	82	51.9%	19.12	0.2%	88	EAST COAST CAPITAL CO.	43	-18.9%	17.38	0.1%
40	STAY IN HOME MORTGAGE INC.	82	-46.4%	16.78	0.2%	88	PINNACLE CAPITAL MORTGAGE CO.	43	19.4%	11.96	0.1%
40	TRINITY REVERSE MORTGAGE INC.	82	60.8%	37.42	0.2%	88	SUN WEST MORTGAGE CO. INC.	43	48.3%	14.80	0.1%
43	BRIAN A. COLE & ASSOCIATES LTD.	81	-58.2%	8.94	0.2%	93	UNITED SOUTHWEST MORTGAGE CO.	42		14.49	0.1%
44	SIDUS FINANCIAL LLC.	79	2.6%	16.23	0.2%	94	HOMESERVICES LENDING LLC.	41	310.0%	14.32	0.1%
45	NATIONWIDE EQUITIES CO.	77	-2.5%	30.76	0.2%	94	SOUTHWEST FUNDING LP.	41	-28.1%	6.52	0.1%
45	CHRISTENSEN FIANACIAL INC.	77	71.1%	15.93	0.2%	96	WILMINGTON SAVINGS FD SOCIETY	40	-52.9%	10.18	0.1%
45	GMFS LLC.	77	-22.2%	13.99	0.2%	97	URBAN HOUSING MORTGAGE AND RTY.	39	-57.1%	5.18	0.1%
48	INTERGRITY 1ST MORTGAGE INC.	75	-62.5%	9.94	0.2%	97	GATEWAY REVERSE MORTGAGE GROUP	39	-66.1%	3.59	0.1%
49	UNITED SOUTHWEST MORTGAGE CO.	73	-22.3%	26.87	0.2%	97	AMERICAN SENIOR LENDING INC.	39	-33.9%	7.17	0.1%
50	ENVOY MORTGAGE LTD.	71	-14.5%	16.02	0.2%	97	RETIREMENT LIFE FUNDING LLC.	39	-2.5%	13.93	0.1%

\*In Millions

From January 1, 2011 through July 31, 2011

Source: Reverse Market Insight ([www.rminight.net](http://www.rminight.net))

\*\*These are loans originated late last year and earlier in 2011 by Third-party originators that FHA could not identify.

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