



The power of **EFFICIENCY**

Learn how we are able to **CLOSE A LOAN IN 28 DAYS**

NMLS 1025994  
nmlsconsumeraccess.com Equal Housing Lender 976342819

The following report is brought to you by HECMWORLD.com and Mutual of Omaha Mortgage.

This report only represents direct lender endorsements and does not include brokered or TPO originations. All non FHA-direct endorsements are reported by RMI's Originator Report.

RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
1	FINANCE OF AMERICA REVERSE LLC	789	7,132	30.18%	-7.93%	-59.37%
2	MUTUAL OF OMAHA MORTGAGE INC	515	4,576	19.70%	-12.71%	4.12%
3	LONGBRIDGE FINANCIAL LLC	241	2,263	9.2%	-1.23%	-48.33%
4	GUILD MORTGAGE CO.	136	401	5.2%	-44.49%	
5	FAIRWAY INDEPENDENT MORTGAGE CORP.	108	1,151	4.13%	-27.03%	-46.98%
6	LIBERTY REVERSE MORTGAGE	97	1,208	3.71%	-42.60%	-61.74%
7	GOODLIFE HOME LOANS	75	346	2.87%	38.89%	-51.88%
8	HIGHTECHLENDING INC	46	374	1.76%	-11.54%	-53.42%
9	MID AMERICA MORTGAGE INC	44	378	1.68%	-4.35%	-36.58%
9	OPEN MORTGAGE LLC	44	656	1.68%	2.33%	-60.98%

The information contained in this document may not be used, published or redistributed without the prior written consent of HECMWorld.com. The opinions expressed are in good faith and while every care has been taken in preparing these documents, HECMWorld.com makes no representations and gives no warranties of whatever nature in respect of these documents, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein. HECMWorld.com cannot be held liable for the use of and reliance of the opinions, estimates, and forecasts in these documents.

**LET REVERSE MORTGAGE POPULARITY DO THE TALKING**

**SEE IT WORK**

**HECM NEIGHBORHOOD WIDGET**

 **rmi** FIND OPPORTUNITY FASTER

9/23

direct endorsements

RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
11	PLAZA HOME MORTGAGE INC	41	318	1.57%	13.89%	-5.92%
12	MOVEMENT MORTGAGE LLC	36	123	1.38%	63.64%	284.38%
13	SOUTH RIVER MORTGAGE LLC	30	113	1.2%	11.11%	
14	MONEY HOUSE INC	24	242	0.9%	-25.00%	-58.06%
15	AMERICAN PACIFIC MORTGAGE	23	199	0.88%	4.55%	-33.44%
16	ALL REVERSE MORTGAGE INC	21	164	0.80%	40.00%	-69.46%
17	SMARTFI HOME LOANS LLC	20	164	0.77%	5.26%	583.33%
18	VIP MORTGAGE INC	16	85	0.61%	77.78%	-56.63%
19	CROSSCOUNTRY MORTGAGE	14	80	0.54%	75.00%	-4.76%
19	ALL WESTERN MORTGAGE INC	14	106	0.54%	-50.00%	2,550.0%
19	ADVISORS MORTGAGE GROUP LLC	14	179	0.54%	-36.36%	-71.13%
22	CALCON MUTUAL MORTGAGE LLC	13	161	0.50%	-51.85%	3120.00%
23	MCM HOLDINGS INC	11	112	0.42%	83.33%	-54.10%
24	GUARANTEED RATE INC	10	30	0.38%	0.00%	
24	CMG MORTGAGE INC	10	36	0.38%	-28.57%	800.0%
24	PARAMOUNT RESIDENTIAL MORTGAGE GROUP INC	10	43	0.38%	100.00%	-76.63%
24	WATERMARK CAPITAL INC	10	62	0.38%	25.00%	
28	THE FEDERAL SAVINGS BANK	9	81	0.34%	-35.71%	-35.71%
29	SUN AMERICAN MORTGAGE CO	8	53	0.31%	100.00%	-80.08%
29	NATIONWIDE EQUITIES CORP.	8	82	0.31%	-11.11%	-32.79%
31	PACIFIC RESIDENTIAL MORTGAGE LLC	7	31	0.27%	75.0%	82.35%
31	SUN WEST MORTGAGE CO INC	7	62	0.27%	75.0%	-44.14%
31	ENNKAR INC	7	125	0.27%	-36.36%	78.57%
34	AMERICA FIRST FEDERAL CREDIT UNION	6	21	0.23%	0.00%	-41.67%
34	LAND-HOME FINANCIAL SERVICES	6	23	0.23%	100.0%	-70.51%
34	PREMIER MORTGAGE RESOURCES	6	46	0.23%	100.00%	-64.62%



The Top 100 Lenders Report is sponsored by Mutual of Omaha Mortgage  
Data Source: Reverse Market Insight, LLC



The power of **TECHNOLOGY**

Learn how we are  
connecting you with  
**YOUR CUSTOMERS**  
**IN THE DIGITAL AGE**

9/23

direct endorsements

RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
34	PRIMARY RESIDENTIAL MORTGAGE INC	6	50	0.23%	50.00%	-77.97%
34	TOTAL MEDIA MANAGEMENT LLC	6	75	0.2%	-53.85%	15.38%
39	SECURITY HOME MORTGAGE LLC	5	11	0.2%		-52.17%
39	BAY EQUITY LLC	5	29	0.19%	0.0%	-72.38%
39	AMERICAN FINANCIAL NETWORK INC	5	50	0.19%	0.0%	-48.98%
39	JET DIRECT FUNDING CORP	5	56	0.19%	66.67%	-60.56%
43	CENTRAL PACIFIC BANK	4	12	0.15%	100.00%	-25.00%
43	MASON MCDUFFIE MORTGAGE CORP	4	18	0.15%	-20.00%	
43	AMERICAS MORTGAGE RESOURCE INC	4	23	0.15%	100.00%	15.00%
43	ACADEMY MORTGAGE CORP.	4	48	0.15%	0.00%	-62.20%
43	BROKER SOLUTIONS INC	4	61	0.15%	-42.86%	-57.34%
48	RADIUS FINANCIAL GROUP	3	4	0.11%		
48	INTERCAP LENDING INC	3	9	0.11%	0.00%	
48	COMMUNITY FIRST NATIONAL BANK	3	12	0.11%	0.00%	
48	MANN MORTGAGE LLC	3	14	0.11%	200.00%	-26.32%
48	US MORTGAGE CORP.	3	19	0.11%	-25.00%	-17.39%
48	THRIVE MORTGAGE LLC	3	24	0.11%	50.0%	-54.72%
48	NATIONWIDE MORTGAGE BANKERS INC	3	31	0.11%	50.0%	-11.43%
48	LEADER ONE FINANCIAL CORP.	3	32	0.11%	-25.00%	-60.00%
48	MAGNOLIA BANK INC	3	37	0.11%	0.00%	-74.83%
48	UNIVERSITY BANK	3	68	0.11%	-57.14%	#####
58	ARK-LA-TEX FINANCIAL SERVICES	2	3	0.08%	100.00%	
58	ALLIED MORTGAGE GROUP INC	2	3	0.08%		200.00%
58	CITY FIRST MORTGAGE SERVICES LLC	2	5	0.08%	100.0%	
58	AMERICAN NATIONWIDE MORTGAGE CO.	2	5	0.08%		150.00%



The Top 100 Lenders Report is sponsored by Mutual of Omaha Mortgage  
Data Source: Reverse Market Insight, LLC

LET REVERSE MORTGAGE  
POPULARITY DO THE TALKING

SEE IT WORK

HECM NEIGHBORHOOD WIDGET



9/23

direct endorsements

RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
58	AUGUSTA FINANCIAL INC	2	8	0.08%	100.0%	300.0%
58	BANK OF UTAH	2	8	0.1%	100.0%	-70.37%
58	MEADOWBROOK FINANCIAL MORTGAGE	2	9	0.1%		-64.00%
58	UNIVERSAL LENDING CORP.	2	16	0.08%	0.00%	-77.46%
58	SUCCESS MORTGAGE PARTNERS INC	2	20	0.08%	0.0%	-35.48%
58	BANK OF ENGLAND	2	20	0.08%	100.00%	-78.49%
58	SECURITYNATIONAL MORTGAGE CO.	2	25	0.08%	0.0%	-37.5%
58	NORWICH COMMERCIAL GROUP	2	27	0.08%	-33.33%	0.00%
58	ATLANTIC COAST MORTGAGE LLC	2	38	0.08%	-75.0%	-37.70%
58	EAST COAST CAPITAL CORP	2	39	0.08%	-33.33%	-23.53%
72	BM REAL ESTATE SERVICES	1	1	0.04%		-66.67%
72	ACRE MORTGAGE & FINANCIAL INC	1	1	0.04%		0.00%
72	CASTLE & COOKE MORTGAGE	1	1	0.04%		
72	GOTMORTGAGECOM	1	2	0.04%		
72	CARDINAL FINANCIAL CO.	1	2	0.04%	0.00%	
72	FIRST CENTENNIAL MORTGAGE	1	3	0.04%		50.00%
72	CHURCHILL MORTGAGE CORP.	1	3	0.04%	0.0%	
72	CENTRAL COAST LENDING INC	1	3	0.04%	0.0%	50.00%
72	ALCOVA MORTGAGE LLC	1	4	0.04%		-33.33%
72	ALLIED FIRST BANK SB	1	4	0.04%	0.0%	
72	EVERETT FINANCIAL	1	4	0.04%	0.0%	-75.00%
72	UTAH MORTGAGE LOAN CORP	1	4	0.04%		33.33%



The Top 100 Lenders Report is sponsored by Mutual of Omaha Mortgage  
Data Source: Reverse Market Insight, LLC



The power is

MUTUAL

Learn more  
about the most  
**TRUSTED BRAND  
IN THE INDUSTRY**

9/23

direct endorsements

RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
72	NORTHPOINTE BANK	1	6	0.0%		-33.33%
72	HOMEOWNERS FINANCIAL GROUP USA LLC	1	6	0.0%		-40.00%
72	CREDIT UNION MORTGAGE ASSOCIATION INC	1	6	0.04%		-33.33%
72	FIRST COLONY MORTGAGE CORP	1	7	0.04%	-50.0%	600.00%
72	CAMBRIA FINANCIAL GROUP LLC	1	7	0.04%		-36.36%
72	SIERRA PACIFIC MORTGAGE CO INC	1	7	0.04%	0.0%	-58.82%
72	SIMONICH CORP.	1	7	0.04%		-86.00%
72	NEW FED MORTGAGE CORP.	1	11	0.04%	0.0%	
72	TJC MORTGAGE INC	1	11	0.04%		-78.00%
72	HOMETOWN LENDERS LLC	1	14	0.04%		-79.41%
72	AMERICAN FINANCING CORP	1	14	0.04%		1300.00%
72	CORNERSTONE MORTGAGE CO.	1	16	0.04%	-50.0%	-30.43%
72	TOWNEBANK	1	16	0.04%	-50.0%	-42.86%
72	LOANDEPOTCOM	1	18	0.04%	-75.0%	20.00%
72	MORIA DEVELOPMENT INC	1	22	0.04%	-80.0%	-45.00%
72	DIRECTORS MORTGAGE INC	1	23	0.04%	-66.67%	-68.92%

SEPTEMBER 2023 MONTHLY SUMMARY	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
<b>Subtotal Top 100</b>	<b>2,614</b>	22,358	100.0%	-11.24%	-46.46%
<b>Subtotal Non Top 100</b>	0	1,078	0.0%	-100.00%	-85.72%
<b>Total</b>	<b>2,614</b>	23,436		-12.28%	-52.47%



The Top 100 Lenders Report is sponsored by Mutual of Omaha Mortgage  
Data Source: Reverse Market Insight, LLC



The power of

EFFICIENCY

Learn how  
we are able to  
**CLOSE A LOAN  
IN 28 DAYS**

9/23

direct endorsements

HISTORICAL SEPTEMBER ENDORSEMENTS	LOANS
9/1/2019	2,420
9/1/2020	3,937
9/1/2021	4,326
9/1/2022	3,235
9/1/2023	2,614



The Top 100 Lenders Report is sponsored by Mutual of Omaha Mortgage  
Data Source: Reverse Market Insight, LLC



The power of

EFFICIENCY

Learn how  
we are able to  
**CLOSE A LOAN  
IN 28 DAYS**