



**Mutual of Omaha MORTGAGE** The power of **EFFICIENCY**

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

NMLS 1025894 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	MUTUAL OF OMAHA MORTGAGE INC	497	3,507	21.86%	-2.36%	100.00%
2	FINANCE OF AMERICA REVERSE LLC	434	3,493	19.09%	-18.73%	200.00%
3	LONGBRIDGE FINANCIAL LLC	283	1,719	12.5%	41.50%	300.00%
4	GOODLIFE HOME LOANS	134	516	5.9%	930.77%	400.00%
5	FAIRWAY INDEPENDENT MORTGAGE CORP.	97	642	4.27%	22.78%	500.00%
6	LIBERTY REVERSE MORTGAGE	90	636	3.96%	1.12%	600.00%
7	GUILD MORTGAGE CO.	59	365	2.59%	5.36%	700.00%
8	PLAZA HOME MORTGAGE INC	51	312	2.24%	18.60%	
8	SOUTH RIVER MORTGAGE LLC	51	402	2.24%	-42.05%	800.00%
10	HIGHTECHLENDING INC	47	216	2.07%	-9.62%	1000.00%

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direct endorsements

RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
11	GMFS LLC	40	207	1.76%	29.03%	
12	ENNKAR INC	35	113	1.54%	40.00%	5.61%
13	MONEY HOUSE INC	30	160	1.3%	25.00%	-13.98%
14	SMARTFI HOME LOANS LLC	25	161	1.1%	38.89%	28.80%
15	MOVEMENT MORTGAGE LLC	24	232	1.06%	-36.84%	256.92%
16	ADVISORS MORTGAGE GROUP LLC	23	115	1.01%	228.57%	-19.58%
17	NEW AMERICAN FUNDING LLC	19	76	0.84%	171.43%	52.00%
17	CROSSCOUNTRY MORTGAGE	19	157	0.84%	-29.63%	170.69%
19	CMG MORTGAGE INC	18	72	0.79%	80.00%	500.00%
20	TOTAL MEDIA MANAGEMENT LLC	17	63	0.75%	1600.00%	12.5%
20	GUARANTEED RATE INC	17	97	0.75%	-26.09%	870.00%
22	CALCON MUTUAL MORTGAGE LLC	16	100	0.70%	45.45%	-17.36%
23	TRUST MORTGAGE LENDING CORP	14	105	0.62%	16.67%	54.41%
24	ALL REVERSE MORTGAGE INC	13	92	0.57%	0.00%	-28.13%
25	WATERMARK CAPITAL INC	11	47	0.48%	57.14%	6.82%
26	NUDGE FUNDING LLC	9	10	0.40%	800.00%	
26	VIP MORTGAGE INC	9	51	0.40%	28.57%	-15.00%
28	ATLANTIC COAST MORTGAGE LLC	8	35	0.35%	166.67%	25.00%
28	SUN WEST MORTGAGE CO INC	8	35	0.35%	14.29%	-31.37%
28	THE FEDERAL SAVINGS BANK	8	40	0.35%	100.0%	-31.03%
28	AMERICAN PACIFIC MORTGAGE	8	101	0.35%	-52.94%	-34.42%
32	PREMIER MORTGAGE RESOURCES	7	28	0.31%		-24.32%
32	SUN AMERICAN MORTGAGE CO	7	30	0.31%	133.33%	-26.83%
32	CORNERSTONE MORTGAGE CO.	7	31	0.31%	-53.33%	138.46%
35	COMMUNITY FIRST NATIONAL BANK	6	23	0.26%	20.0%	283.33%
35	NATIONWIDE EQUITIES CORP.	6	29	0.26%	100.00%	-55.38%



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



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direct endorsements

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35	NATIONWIDE MORTGAGE BANKERS INC	6	29	0.26%	20.00%	11.54%
35	T2 FINANCIAL LLC	6	35	0.3%	100.00%	
39	ARK-LA-TEX FINANCIAL SERVICES	5	23	0.2%	66.67%	
39	UNIVERSITY BANK	5	38	0.22%	25.0%	-34.48%
39	EAST COAST CAPITAL CORP	5	38	0.22%	66.67%	11.76%
39	ALL WESTERN MORTGAGE INC	5	70	0.22%	-16.67%	9.38%
43	CITY FIRST MORTGAGE SERVICES LLC	4	7	0.18%		250.00%
43	BAY EQUITY LLC	4	29	0.18%	300.00%	52.63%
43	JET DIRECT FUNDING CORP	4	30	0.18%	0.00%	-37.50%
46	LOWER LLC	3	9	0.13%	200.00%	
46	FIRST FEDERAL SAVINGS BANK TWIN FALLS	3	10	0.13%	200.0%	-9.09%
46	SECURITY HOME MORTGAGE LLC	3	11	0.13%	50.00%	83.33%
46	US MORTGAGE CORP.	3	13	0.13%	200.00%	8.33%
46	LOANDEPOTCOM	3	15	0.13%	50.00%	15.38%
46	AMERICAS MORTGAGE RESOURCE INC	3	15	0.13%	200.00%	-11.76%
46	CONTOUR MORTGAGE CORP.	3	18	0.13%	-25.00%	-21.74%
46	MCM HOLDINGS INC	3	37	0.13%	50.0%	-61.05%
54	RESIDENTIAL WHOLESALE MORTGAGE INC	2	2	0.09%		-50.0%
54	HOME MORTGAGE ALLIANCE CORP.	2	2	0.09%		
54	PRIMELENDING A PLAINSCAPITAL CO.	2	4	0.09%		300.0%
54	CLIFFCO INC	2	5	0.09%	0.00%	66.67%
54	SALEM FIVE MORTGAGE CO LLC	2	8	0.09%	0.00%	14.29%
54	MORIA DEVELOPMENT INC	2	9	0.09%	0.0%	-43.75%



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RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
54	MEADOWBROOK FINANCIAL MORTGAGE	2	10	0.09%		42.86%
54	MANN MORTGAGE LLC	2	13	0.1%	0.00%	30.00%
54	LAND-HOME FINANCIAL SERVICES	2	13	0.1%	100.00%	-7.14%
54	NOVA FINANCIAL & INVESTMENTS CORP.	2	16	0.09%	100.0%	-15.79%
54	NORWICH COMMERCIAL GROUP	2	29	0.09%	-50.0%	31.82%
65	MIDWEST MORTGAGE INVESTMENTS	1	1	0.04%		
65	MILLENIUUM HOME MORTGAGE LLC	1	1	0.04%		
65	1ST SECURITY BANK OF WASHINGTO	1	1	0.04%		
65	AMERANT MORTGAGE LLC	1	1	0.04%		
65	FBC MORTGAGE LLC	1	1	0.04%		0.00%
65	THE MORTGAGE FIRM INC	1	1	0.04%		0.00%
65	TIDEWATER HOME FUNDING	1	1	0.04%		
65	NJ LENDERS CORP	1	2	0.04%		-33.33%
65	DIGNIFIED HOME LOANS LLC	1	2	0.04%		-50.00%
65	CREDIT UNION MORTGAGE ASSOCIATION INC	1	2	0.04%	0.00%	-60.0%
65	CRESTLINE FUNDING CORP.	1	2	0.04%		
65	SCENIC OAKS FUNDING LLC	1	2	0.04%		
65	SIERRA PACIFIC MORTGAGE CO INC	1	2	0.04%		-60.0%
65	OAKSTAR BANK NA	1	3	0.04%		50.00%
65	THE MONEY STORE	1	3	0.04%	0.00%	
65	HOMEOWNERS FINANCIAL GROUP USA LLC	1	4	0.04%	0.00%	-20.00%
65	HARTFORD FUNDING LTD	1	4	0.04%	0.00%	-55.56%
65	CENTRAL COAST LENDING INC	1	4	0.04%		300.00%



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65	UNITED MORTGAGE CORP	1	4	0.04%		300.00%
65	RESOURCE FINANCIAL SERVICES I	1	5	0.0%	-50.00%	
65	BANK OF UTAH	1	5	0.0%		0.00%
65	COMPASS MORTGAGE INC	1	5	0.04%	0.0%	150.0%
65	TRI COUNTIES BANK	1	5	0.04%	-66.67%	
65	TIDEWATER MORTGAGE SERVICES INC	1	5	0.04%		150.00%
65	AUGUSTA FINANCIAL INC	1	6	0.04%		20.00%
65	LEADER ONE FINANCIAL CORP.	1	9	0.04%	0.00%	-64.0%
65	MASON MCDUFFIE MORTGAGE CORP	1	9	0.04%	-66.67%	0.00%
65	AMERICA FIRST FEDERAL CREDIT UNION	1	9	0.04%	0.00%	0.00%
65	UTAH MORTGAGE LOAN CORP	1	10	0.04%		233.33%
65	DIRECTORS MORTGAGE INC	1	11	0.04%	-50.00%	-42.11%
65	AMERICAN LIBERTY MORTGAGE INC	1	12	0.04%		33.33%
65	SECURITYNATIONAL MORTGAGE CO.	1	13	0.04%	-50.00%	-38.10%
65	SUCCESS MORTGAGE PARTNERS INC	1	13	0.04%		-18.75%
65	INTERCAP LENDING INC	1	19	0.04%	-66.67%	533.33%
65	AMERICAN FINANCIAL NETWORK INC	1	20	0.04%	-50.0%	-50.00%
65	ACADEMY MORTGAGE CORP.	1	24	0.04%		-40.0%
65	PRIMARY RESIDENTIAL MORTGAGE INC	1	27	0.04%	-50.00%	-32.50%



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JULY 2024 MONTHLY SUMMARY	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
<b>Subtotal Top 100</b>	<b>2,274</b>	14,804	100.0%	10.12%	-6.80%
<b>Subtotal Non Top 100</b>	0	251	0.0%	-100.00%	-87.18%
<b>Total</b>	<b>2,274</b>	15,055		8.03%	-15.62%

HISTORICAL JULY ENDORSEMENTS	LOANS
7/1/2020	4,256
7/1/2021	4,293
7/1/2022	4,928
7/1/2023	2,802
7/1/2024	2,274

**Other resources:**[FHA Single Family Production Reports](#)[HECM Endorsement Summary Reports](#)[Reverse Market Insight newsletters](#)[HECM Snapshot reports](#)The power of **TECHNOLOGY**

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