



**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

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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	562	562	21.28%	2.37%	-5.07%
2	MUTUAL OF OMAHA MORTGAGE INC	488	488	18.48%	-23.87%	-1.81%
3	LONGBRIDGE FINANCIAL LLC	388	388	14.7%	4.58%	50.39%
4	GOODLIFE HOME LOANS	179	179	6.8%	113.10%	280.85%
5	LIBERTY REVERSE MORTGAGE	110	110	4.17%	6.80%	35.80%
6	GUILD MORTGAGE COMPANY	105	105	3.98%	87.50%	169.23%
7	SOUTH RIVER MORTGAGE LLC	83	83	3.14%	-32.52%	1975.00%
8	FAIRWAY INDEPENDENT MORTGAGE CORP.	70	70	2.65%	-7.89%	
9	MOVEMENT MORTGAGE LLC	47	47	1.78%	14.63%	46.88%
10	PLAZA HOME MORTGAGE INC	46	46	1.74%	-14.81%	9.52%

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RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
11	HIGHTECHLENDING INC	41	41	1.55%	0.00%	86.36%
12	MONEY HOUSE INC	35	35	1.33%	29.63%	52.17%
13	SMARTFI HOME LOANS LLC	32	32	1.2%	52.38%	60.00%
14	GMFS LLC	30	30	1.1%	-23.08%	25.00%
15	CROSSCOUNTRY MORTGAGE	29	29	1.10%	61.11%	45.00%
16	ALL REVERSE MORTGAGE INC	23	23	0.87%	109.09%	155.56%
16	NEW AMERICAN FUNDING LLC	23	23	0.87%	27.78%	283.33%
18	AMERICAN PACIFIC MORTGAGE	19	19	0.72%	18.75%	5.56%
18	CALCON MUTUAL MORTGAGE LLC	19	19	0.72%	46.15%	-5.00%
20	GUARANTEED RATE INC	18	18	0.68%	80.00%	63.64%
21	MCM HOLDINGS INC	16	16	0.61%	45.45%	300.00%
22	ADVISORS MORTGAGE GROUP LLC	15	15	0.57%	-25.00%	7.14%
23	ENNKAR INC	14	14	0.53%	-30.00%	16.67%
24	CMG MORTGAGE INC	13	13	0.49%	-50.00%	116.67%
25	TOTAL MEDIA MANAGEMENT LLC	11	11	0.42%	83.33%	22.22%
26	VIP MORTGAGE INC	10	10	0.38%	400.00%	-9.09%
27	EAST COAST CAPITAL CORP	9	9	0.34%	0.00%	50.00%
28	AMERICAN FINANCIAL NETWORK INC	8	8	0.30%	100.00%	100.00%
28	JET DIRECT FUNDING CORP	8	8	0.30%	33.33%	100.00%
28	SUN WEST MORTGAGE CO INC	8	8	0.30%	33.33%	100.00%
31	US MORTGAGE CORP.	7	7	0.27%	600.0%	600.00%
31	NUDGE FUNDING LLC	7	7	0.27%	250.0%	
31	ALL WESTERN MORTGAGE INC	7	7	0.27%	-30.00%	-61.11%
34	BAY EQUITY LLC	6	6	0.23%	-33.33%	-33.33%
35	EVERETT FINANCIAL	5	5	0.19%	-44.44%	
35	CONTOUR MORTGAGE CORP.	5	5	0.19%	66.67%	400.00%



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Data Source: Reverse Market Insight, LLC



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RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
35	ARK-LA-TEX FINANCIAL SERVICES	5	5	0.19%	66.67%	0.00%
35	PREMIER MORTGAGE RESOURCES	5	5	0.2%	-37.50%	25.00%
35	NATIONWIDE EQUITIES CORP.	5	5	0.2%	66.67%	
35	NATIONWIDE MORTGAGE BANKERS INC	5	5	0.19%	-16.67%	150.0%
35	LOANDEPOTCOM	5	5	0.19%	-16.67%	66.67%
35	WATERMARK CAPITAL INC	5	5	0.19%	-28.57%	-50.00%
35	SUCCESS MORTGAGE PARTNERS INC	5	5	0.19%	150.00%	25.00%
44	SECURITYNATIONAL MORTGAGE CO.	4	4	0.15%	100.00%	100.0%
44	UNIVERSITY BANK	4	4	0.15%	0.00%	-20.00%
44	PRIMARY RESIDENTIAL MORTGAGE INC	4	4	0.15%	-20.00%	-20.00%
44	ATLANTIC COAST MORTGAGE LLC	4	4	0.15%	300.0%	0.00%
44	CITY FIRST MORTGAGE SERVICES LLC	4	4	0.15%	33.33%	
44	CLIFFCO INC	4	4	0.15%		
44	COMMUNITY FIRST NATIONAL BANK	4	4	0.15%	-33.33%	33.33%
51	AMERICAS MORTGAGE RESOURCE INC	3	3	0.11%		0.0%
51	SALEM FIVE MORTGAGE CO LLC	3	3	0.11%	200.00%	200.00%
51	SECURITY HOME MORTGAGE LLC	3	3	0.11%	50.0%	
51	SUN AMERICAN MORTGAGE CO	3	3	0.11%	0.0%	50.0%
51	TJC MORTGAGE INC	3	3	0.11%	-66.67%	200.00%
51	TOP FLITE FINANCIAL INC	3	3	0.11%		
51	T2 FINANCIAL LLC	3	3	0.11%	0.00%	-25.00%
58	THE MONEY STORE	2	2	0.08%		
58	RESIDENTIAL WHOLESALE MORTGAGE INC	2	2	0.08%	100.0%	



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RANK	LENDER	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
58	RESOURCE FINANCIAL SERVICES I	2	2	0.08%		
58	SIERRA PACIFIC MORTGAGE CO INC	2	2	0.1%	0.00%	
58	ST FIN CORP DBA STAR FINANCIAL	2	2	0.1%		
58	TRI COUNTIES BANK	2	2	0.08%		
58	TRUST MORTGAGE LENDING CORP	2	2	0.08%	-66.67%	-87.5%
58	AMERICAN LIBERTY MORTGAGE INC	2	2	0.08%	-50.00%	0.00%
58	CORNERSTONE MORTGAGE CO.	2	2	0.08%	-66.67%	0.00%
58	PRIMELENDING A PLAINSCAPITAL CO.	2	2	0.08%	100.00%	
58	PARAMOUNT RESIDENTIAL MORTGAGE GROUP INC	2	2	0.08%	-33.33%	-75.00%
58	INTERCAP LENDING INC	2	2	0.08%	100.00%	-71.43%
58	LOANLEADERS OF AMERICA INC	2	2	0.08%	100.0%	
58	LAND-HOME FINANCIAL SERVICES	2	2	0.08%	-60.00%	0.00%
58	LOWER LLC	2	2	0.08%	0.00%	
58	MAGNOLIA BANK INC	2	2	0.08%	-50.00%	100.00%
58	MASON MCDUFFIE MORTGAGE CORP	2	2	0.08%	100.00%	100.0%
75	HOME MORTGAGE ALLIANCE CORP.	1	1	0.04%		
75	HOMEOWNERS FINANCIAL GROUP USA LLC	1	1	0.04%		
75	INTELLILOAN INC	1	1	0.04%		0.0%
75	MILEND INC	1	1	0.04%	0.00%	
75	MILLENIUM HOME MORTGAGE LLC	1	1	0.04%	0.00%	
75	NJ LENDERS CORP	1	1	0.04%		
75	NOVA FINANCIAL & INVESTMENTS CORP.	1	1	0.04%	-83.33%	
75	PACIFIC RESIDENTIAL MORTGAGE LLC	1	1	0.04%		



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RANK	LENDER	LOANS	LOANS	% MARKET	% CHANGE	% CHANGE
75	RADIUS FINANCIAL GROUP	1	1	0.04%		0.00%
75	CSTONE MORTGAGE INC	1	1	0.0%		
75	DAS ACQUISITION CO LLC	1	1	0.0%	0.00%	
75	DIRECTORS MORTGAGE INC	1	1	0.04%	-66.67%	-75.0%
75	EVERGREEN MONEYSOURCE MTG CO	1	1	0.04%	0.0%	0.0%
75	FIRST EQUITY MORTGAGE BANKERS INC	1	1	0.04%		
75	FLAT BRANCH MORTGAGE INC	1	1	0.04%		0.00%
75	GLENDENNING MORTGAGE CORP	1	1	0.04%	0.00%	
75	AMERICA FIRST FEDERAL CREDIT UNION	1	1	0.04%	0.00%	
75	AMERICAN SECURITY MORTGAGE CORP	1	1	0.04%	0.00%	0.00%
75	BANK OF UTAH	1	1	0.04%	-75.00%	
75	CAMBRIA FINANCIAL GROUP LLC	1	1	0.04%	-50.00%	
75	CENTRAL COAST LENDING INC	1	1	0.04%		-50.00%
75	CENTRAL PACIFIC BANK	1	1	0.04%	-66.67%	
75	TOTAL MORTGAGE SERVICES LLC	1	1	0.04%	-50.00%	
75	WATERSTONE MORTGAGE CORP	1	1	0.04%	0.00%	0.00%
75	WESTERN OHIO MORTGAGE CORPORAT	1	1	0.04%		
75	THE MORTGAGE FIRM INC	1	1	0.04%		
75	TIDEWATER MORTGAGE SERVICES INC	1	1	0.04%		-50.00%



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JANUARY 2025 MONTHLY SUMMARY	LOANS MONTH	LOANS YTD	% MARKET SHARE	% CHANGE MONTH	% CHANGE YTD
<b>Subtotal Top 100</b>	<b>2,641</b>	2,641	100.0%	1.77%	26.67%
<b>Subtotal Non Top 100</b>	0	0	0.0%	-100.00%	-100.00%
<b>Total</b>	<b>2,641</b>	2,641		0.57%	22.67%

HISTORICAL JANUARY ENDORSEMENTS	LOANS
<b>1/1/2021</b>	4,539
<b>1/1/2022</b>	5,771
<b>1/1/2023</b>	2,489
<b>1/1/2024</b>	2,153
<b>1/1/2025</b>	2,641

**HECM data resources:**[FHA Single Family Production Reports](#)[HECM Endorsement Summary Reports](#)[Reverse Market Insight newsletters](#)[HECM Snapshot reports](#)

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