

# Prospectus

---

## Current

### Home Equity Lender Market Shares

- Share of Originations, 12 Trailing Months
  - Trend: Change in Share from Prior Year
  - Share of Loans Outstanding
  - Breakouts: Piggyback Vs. Free-Standing Loans
  - Average Loan Sizes By Lender
  - State & USA Market Shares Included
- 

A Quarterly Data Service from SMR Research Corp.

#### Inside:

Summary of the Service	Page 2
About The Data <b>SMR Programming</b> <b>Timing, State Totals, &amp; Bonus Spreadsheet</b> <b>Specific Data Items by County and Lender</b>	Pages 3-5
Purchase Options	Page 6
ORDER FORM	INSERTED



Research Corporation

---

# SUMMARY OF THE SERVICE

In May, 2007, SMR created a new and improved version of our [Home Equity Lender Market Shares](#) spreadsheet reports.

**We have increased the key information you need – including [trend data](#).** We now show each lender's percent share of loan originations in the last 12 months, and also the change in share points from a prior 12-month period.

**This means you no longer need to buy a year's worth of these spreadsheets to find out whether your market shares have moved up or down, year-over-year, by county or state. [One spreadsheet will do the trick!](#) You can save a lot of market research money this way.**

**The reformulated product also is easier to use.** See the Sample on our web site. We have removed extraneous material, like lender codes, that (we must admit) previously cluttered the spreadsheets.

**And at the same time, we have further expanded our coverage.**

We now show lender shares (of both recent originations and loan outstandings) in more than 650 counties spanning more than 65% of all owner-occupied homes. We covered fewer than 500 counties when we launched this product.

We continue to show break-out data as well. We show each lender's portion of loans produced as **"piggyback"** versus **free-standing** home equity loans. And we now show an **average loan size** for each lender's total loans produced over the most recent 12-month period, perfect for peer comparison.

---

## Recency Within Six Weeks

**Home Equity Lender Market Shares is a family of Excel spreadsheets showing the Top 25 lenders by county – and by state.**

**A single spreadsheet covers counties in all states – all you need if you are a national player in home equity lending. If your business is more local or regional, you can order data by state, in only the states you need.**

**This product is no longer sold by annual subscription, as we used to do.** Now that we include year-over-year market share trends in each quarterly report, you may not need a new report each quarter. **Just order the product when you feel you need it.**

**We typically release the data within six weeks of the close of a calendar quarter. We rank up to 25 top lenders in each major county.**

**This is the competitive data you've been waiting for. An Order Form is enclosed.** Read more in this Prospectus to understand the details on what we deliver. Thanks for your interest.

# About The Data: SMR Programming

In late 2004, SMR began working with raw data from county tax assessors and county recorders. These data – in raw form – were not very useful for a market share product, so we did our own programming to add value.

- **We construct a full loan history for every owner-occupied home possible, updated monthly.**

We start with the loan(s) used to buy the home, and end with the loans and lenders the home owner is using right now. We carefully segregate first-lien (senior-lien) mortgages from junior-lien home equity loans. **This product covers only the junior-lien home equity loans and lines of credit. A separate SMR product covers lender shares of first-lien mortgage loans.**

With complete loan histories on each of 33 million owner-occupied homes with debt, we compute each lender's share of all outstanding home equity loans in a county – plus each lender's share of loans originated over the most recent 12 months. We also show how each lender's share of originations has changed from a prior 12-month period by county and state.

- **We have developed “who owns who” software that tells us the name of the parent company of each lender name recorded by various counties.**

County recorders have hundreds of ways of writing down lender names on their documents. Even a company with a unique name like Wells Fargo Bank will appear with different name spellings in these documents – and will show up under dozens of different subsidiary company names.

**We have used our industry expertise to develop “who owns who” software, which aggregates each lender record into parent company totals.**

We believe we are the only research firm currently capable of tabulating loans by parent company – which is what this product displays. On acquisitions, we reassign all loans of acquired firms to the acquiring parents.

---

**So, we get the same raw data you might get (for \$100,000 or more) from courthouse document vendors. But our innovations allow us to turn these raw data into useful market share reports by parent companies.**

There are a few large counties where we've been unable to get recent data. Counties in Minneapolis, Pittsburgh, and Long Island, New York, are the main trouble spots. **But generally, our coverage is good. Of the 10 largest U.S. counties in numbers of owner-occupied homes, we cover all 10. Of the 100 largest, we cover 93.**

**Note: The lender name we see is the lender that funded the loan when originated.** You may count loans purchased from funding correspondent lenders as part of your loan production, but we assign loans solely to the companies that originally produced them.

# About The Data (continued)

## Timing

County recorders are not equally up to date in tabulating new loans. In some counties, data will be a little older than the quarter-end date. For 12-month originations, we look at loans in each county during 12 full months ended as of the date of the most recent loan observed.

## State Totals

See the Sample Spreadsheet. Our spreadsheets show the Top 25 loan originators in each county organized by state. **After the last county we cover in a state, we show the Top 25 players by state.** Our state totals are the sum for numbers and dollars of loans produced in each county we cover in the state.

## [Bonus Spreadsheet: Home Equity Loan Portfolios](#)

Subscribers to the **Full National Database** (see Page 6) get a bonus spreadsheet showing recent national home equity loan receivables for **big banks, thrifts, and credit unions.**

This spreadsheet also breaks out each lender's receivables between closed-end loans and lines of credit. The Bonus spreadsheet, from federal regulatory reports, typically **lags the market share data by one quarter.**

## Methodologies Report

Each client for this product also receives a text report on the methodologies we use to gather the data, to calculate market shares and other items, and to create parent company totals. The same report is available for download from our web site.

## Unique Data Series

SMR has been doing market research on home lending for 22 years. **All that time, we've hoped for the day when we could put together localized, current-time lender market share reports.** Finally, we can do it. We are relatively sure no similar service exists.

When lending volume declines, it's more important than ever to make sure your company is getting its fair share of the remaining market.

Now, using our reports, you can see where your branches, loan offices, and channels are out-performing or under-performing – so you can take steps to improve your position.

# About The Data (continued)

## Specific Data Items We Provide By County, State & Lender

### Identifiers:

1. County name.
2. State location.
3. Name of metro area if the county is in an officially designated metro area.

### Items For Each Major Lender:

1. Lender name (parent companies only).
2. Lender rank in 12-month numbers of loans originated.
3. Market share percentage, number of loans originated, last 12 months.
4. Trend: Change in market share points over a prior 12 months of production, based on numbers of loans produced.
5. Market share percentage, dollars of loans originated, last 12 months.
6. Trend: Change in market share points over a prior 12 months of production, based on dollars of loans produced.
7. Market share percentage, number of loans outstanding.
8. Market share percentage, dollars of loans outstanding.
9. Percentages of the lender's numbers and dollars of loans originated in the last 12 months in piggyback structures.
10. Percentages of the lender's numbers and dollars of loans originated in the last 12 months produced as free-standing loans.
11. Number of loans produced by the lender over the last 12 months.
12. Dollars of loans produced by the lender over the last 12 months.
13. Average size of all loans originated in the last 12 months.

