



NEW INSIGHTS ON MILLENNIALS* & HOMEBUYING



Homeownership, once an expected goal of young professionals, now seems out of reach for many millennials who are uncertain they have the financial means to invest in a home. A recent survey by Essent, which contained a total of 2,000 millennials across the U.S., generated several revealing statistics on millennials and homeownership. From the survey, Essent identified five key insights that loan officers can utilize to help educate millennials about the homebuying process.

To get the complete study and steps you can take to educate millennials on their homebuying options, visit: essent.us/millennialstudy.

1 THE MAJORITY OF POTENTIAL BUYERS & NON-BUYERS ARE NOT SURE WHICH MORTGAGES THEY WANT OR WHICH ARE BEST FOR HOMEOWNERS



of potential buyers plan to secure a 30-year mortgage, versus a fixed-rate (25%) or 15-year mortgage (19%)



of non-buyers couldn't identify a product that would best match their potential needs

2 MOST POTENTIAL BUYERS HAVE MISCONCEPTIONS ABOUT DOWN PAYMENT REQUIREMENTS



77% of potential buyers believe they need to put more than 5% down in order to purchase a home

MORE THAN HALF

of potential buyers (53%) say they haven't purchased yet, because they don't have enough money for a down payment

3 POTENTIAL BUYERS WANT TO UNDERSTAND THE 'TOTAL COST' OF HOMEOWNERSHIP



More than 50% of potential buyers believe that a step-by-step guide to the homebuying process would be "extremely helpful"



69% of buyers believe that information about the 'total cost' of homeownership in their area would raise confidence in purchasing a home

4 OWNERS AND POTENTIAL BUYERS SEE HOMEOWNERSHIP AS A MEASURE OF PERSONAL SUCCESS



64% of homeowners and potential buyers feel that a person should own his/her own home by the age of 30



50% of owners in our survey purchased their first home by the age of 25

5 MILLENNIALS TRUST FINANCIAL ADVICE FROM THEIR PARENTS THE MOST WHEN BUYING A HOME



of owners say they trusted their parents to provide them with information about financing a home

* For the purposes of this study, millennials are defined as those born between 1980 and 1998. According to the 2016 census estimate, millennials currently represent more than 84 million people or 26% of the U.S. population.

EssentIQ™ was created to educate millennials and other first-time homebuyers who may not be aware of homebuying options that are available to them outside of the conventional 20% down. Through education and accessible resources, such as EssentIQ, homeownership and the American dream may be more achievable than many millennials think.

EssentIQ is free and also available en español at essent.us/essentiq.

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