



NEW INSIGHTS ON MILLENNIALS' EMOTIONAL DRIVERS & BARRIERS TO HOMEOWNERSHIP



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 surrounding the emotional barriers and drivers when purchasing a home. From the survey, Essent identified five key insights that loan officers can utilize when assisting millennials in 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 MILLENNIALS WANT TO KNOW MORE ABOUT BUYING A HOME BEFORE THEY ENTER THE PURCHASING PROCESS



Only 13% of potential buyers feel extremely knowledgeable about financially preparing to buy a home



93% of potential buyers say it would be helpful to have a step-by-step guide that walks them through the homebuying process

2 MILLENNIALS AND NON-BUYERS WANT MORE STABILITY IN THEIR LIVES BEFORE THEY PURCHASE A HOME

MORE THAN HALF

of non-buyers believe they'll be ready to purchase a home when they feel more established in their careers



one-third of non-buyers believe they'll be ready when they feel comfortable committing to staying in one place

3 AGE AND PERCEIVED LIFE STAGE PLAY A KEY ROLE IN MANY MILLENNIALS' DESIRE TO PURCHASE A HOME



More than 50% of potential buyers consider buying a home because it feels like the "right next step" at their age



Nearly half of current owners who are millennials say they purchased a home for this reason

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



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



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

5 ONCE MILLENNIALS ARE EDUCATED ABOUT THE HOMEBUYING PROCESS, THEIR NEGATIVE EMOTIONS DIMINISH SIGNIFICANTLY



34% of non-buyers describe the homebuying process as "overwhelming" and "nerve-racking"



50% of potential buyers and owners associate homebuying with excitement and happiness once educated about the homebuying process

* 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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