



FACTS AND FINDINGS ON FIRST-TIME HOMEBUYERS: MOTIVATIONS & DECIDING FACTORS IN CHOOSING LENDERS, REAL ESTATE AGENTS & HOMES

Fact Sheet 3 of 3

1 Homebuyers want real estate agents to be sources of advice and support at each phase of buying a home.

- 66% of first-time homebuyers want a real estate agent to guide them through the entire homebuying process from the home search to closing.

2 The importance of low fees and closing costs are taken into greater consideration than name recognition for first-time homebuyers.

- First-time homebuyers are more familiar with large banks (35%), rather than small banks (21%) or online financial institutions (15%).
- 25% of first-time homebuyers view large banks as having the highest fees and closing costs.

3 No single type of lending institution is considered the best when it comes to approval for a mortgage.

- 23% of first-time homebuyers think online financial institutions provide the easiest route for mortgage approval.
- 22% indicated they thought large banks would provide the easiest approval process while 20% said small banks were the easiest.

4 Small banks, independent mortgage companies, online banks and peer lending institutions were ultimately the financiers of choice for new homeowners.

- 62% of new homeowners financed their mortgages with a small bank, independent lender, online bank or peer lending institution.

5 Potential homebuyers are open to buying a fixer-upper home as long as the renovations aren't too significant.

- 63% of potential homebuyers indicated that they would prefer a fixer upper that only required minor to moderate cosmetic upgrades, remodeling work and electrical and plumbing changes.

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EGI-6008.052 (06/18)

