MEET TODAY'S FIRST-TIME HOMEBUYERS



Understanding traits, needs and preferences of today's first-time homebuyers can help build trust and foster relationships with this important demographic.

Demographics

70%

24-32 years old

34%

Bachelor's degree

52%

Married couples

86K

Median household income

Information sources



Online/Internet



Real estate agent

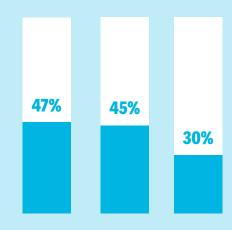


Yard signs



Open houses

Motivation to buy



Desire to own a home of their own

Currently renting

Live with family or friends

Common challenges

Key considerations



Finding the right property



Understanding the process



Saving for a down payment



Student loan debt



92%

of home loan is financed



prefer a fixedrate mortgage



depend on savings for down payment



is their typical down payment

Lender Pros:

With the right tools and resources, YOU can become their go-to expert!

Don't wait another minute to explore our first-time homebuyer library.

mgic.com/fthb-library