

# MGIC



## **Resources to use with first-time homebuyers**

**Build relationships**

**Increase borrower knowledge and confidence**

**Establish credibility**

## **First-time homebuyer resources from MGIC:**

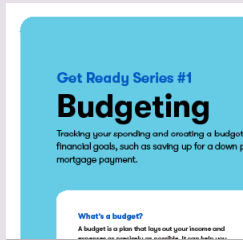
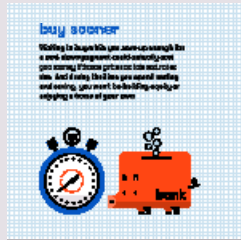
Get educational and relatable content that speaks to the next generation of homebuyers. Use it to help borrowers – and prospects – understand financial readiness, the mortgage process, mortgage insurance and more.

Most first-time homebuyers need a little extra guidance and education. We can help you be that trusted advisor. We offer resources for interactions big and small, online and in person.

Find everything you need to:

- Host a homebuyer seminar
- Provide borrowers with helpful educational materials
- Share original online content

**All at no cost to you or your borrowers, in both English and Spanish, with easy, online access.**



# Host your own homebuyer seminar

Attract and build relationships with prospective homebuyers by helping them understand the mortgage process. We provide everything you need to host a seminar in English or Spanish and at no cost to you.



Interested in ordering the kit?  
Contact your MGIC account  
representative, [mgic.com/contact](https://mgic.com/contact).

## Here's how:

1. Contact your MGIC representative ([mgic.com/contact](http://mgic.com/contact)) for the access link to the seminar materials.
  2. Download the slide deck, borrower workbook and desired promotional materials.
  3. Add your seminar details to the poster and flyer and use them to promote your event.
  4. If you're hosting a seminar in person, you may want to print copies of the workbook for participants.
  5. Host your seminar, build new borrower relationships and gain leads.
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**Bonus tip:** Build borrower and referral partner relationships at the same time! Co-sponsor your homebuyer seminar with a real estate agent or another partner.

## The kit includes:

### Slide deck

Our presentation clearly explains the process of buying and owning a home.

### Facilitator guide

Our slide-by-slide script guides you through the presentation. You'll know exactly what points to make and when to encourage discussion. It also includes tips for promoting and hosting your seminar.

### Promotional poster and flyer

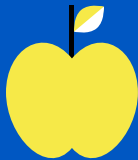
Edit the poster and flyer to include the date, time and location of your seminar, then print as many copies as you like. Place them in your lobby or at libraries, schools, grocery stores, community centers and other places where you might reach first-time homebuyers.

### Borrower workbook

Prospective homebuyers can follow along with your presentation – and take home valuable info – with this study guide. It's an all-in-one resource that includes an overview of the homebuying process, engaging activities and helpful worksheets.

# Educational materials to download and share

Borrowers will remember you as the loan officer who helped them understand key topics like budgeting, credit or mortgage insurance. Visit our gallery of downloadable borrower materials, such as educational flyers, worksheets and more. Share via email or social media. Or, print them to have on hand for meetings with potential borrowers.



**Interested in downloading materials?**  
Go to [mgic.com/fthb-library](https://mgic.com/fthb-library)



# Share original content from ReadyNest

Get your potential borrowers ready to spread their wings by sending them to our consumer education site, [readynest.com](http://readynest.com).

ReadyNest breaks down the homebuying process in plain English (and Spanish!) and backs up the facts with true stories that bring it all to life. ReadyNest includes a step-by-step tour of the homebuying process, stories, a glossary, calculators, worksheets, infographics and more.

Part of any savvy loan officer's social media strategy is maintaining a regular stream of valuable content. Use the share feature on any page to share original content relevant to your audience. And subscribe to the monthly ReadyNest email newsletter to be notified of fresh content: [readynest.com/subscribe](http://readynest.com/subscribe).



Check out [readynest.com](http://readynest.com)



# Help potential borrowers run the numbers

Our calculators help turn renters into homebuyers by illustrating their options. And when they're ready to take the next step, they'll turn to the trusted loan officer who helped them get started.

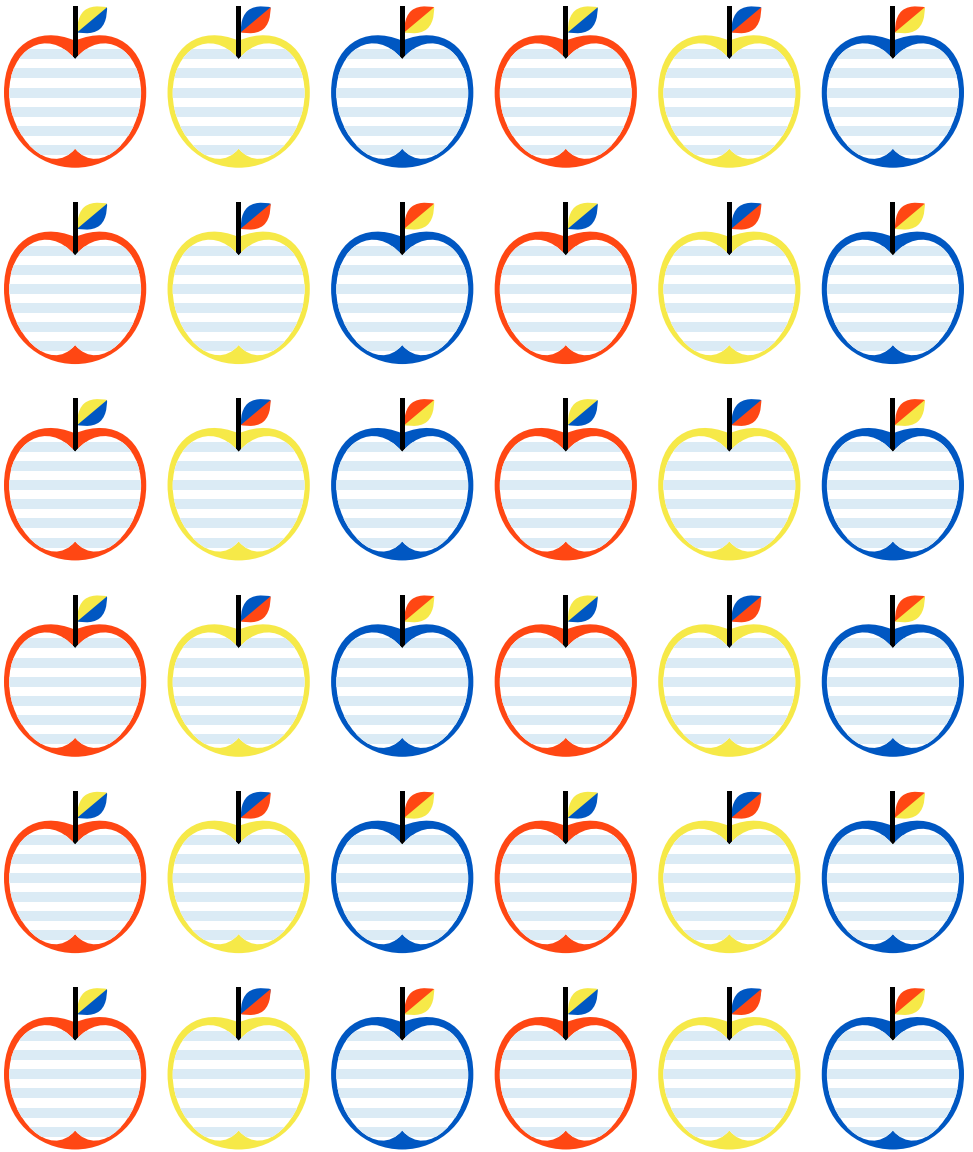
Send your borrowers to [readynest.com](https://www.readynest.com) to take our calculators for a spin. Consumers at the beginning of their buying journey can get a quick snapshot of their options with only a few inputs. More sophisticated consumers can explore more complex scenarios.

## Check out all 5 calculators:

- Monthly payment
- Home affordability
- Rent or buy
- Down payment
- Buy now vs. wait



Check out [readynest.com/calculators](https://www.readynest.com/calculators)



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Insurance Corporation**

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