

GEN Z IS ON THE MOVE!

Help your Gen Z borrowers
overcome their down
payment misconceptions.

MGIC



BORN BETWEEN 1997 & 2012

Almost HALF are
MINORITIES.¹

- 52% white
- 25% Hispanic
- 14% Black
- 6% Asian
- 5% other



They are truly
digital natives
with no memory
of life without
smartphones.¹



HOMEOWNERSHIP OUTLOOK



72% favor homeownership
over long-term renting.²

45% plan to buy a home
within 5 years.³

58% prefer to buy in a culturally
diverse community.⁴

74% believe financial constraints
are their biggest barriers to
homeownership.³

DOWN PAYMENT MISCONCEPTIONS



30% expect it will take
them more than 3 years to
save for a down payment.⁴

60%

OVERESTIMATE
how much they need
for a down payment.⁵

Get strategies to help them buy sooner:

RETHINKMI.COM