

# 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

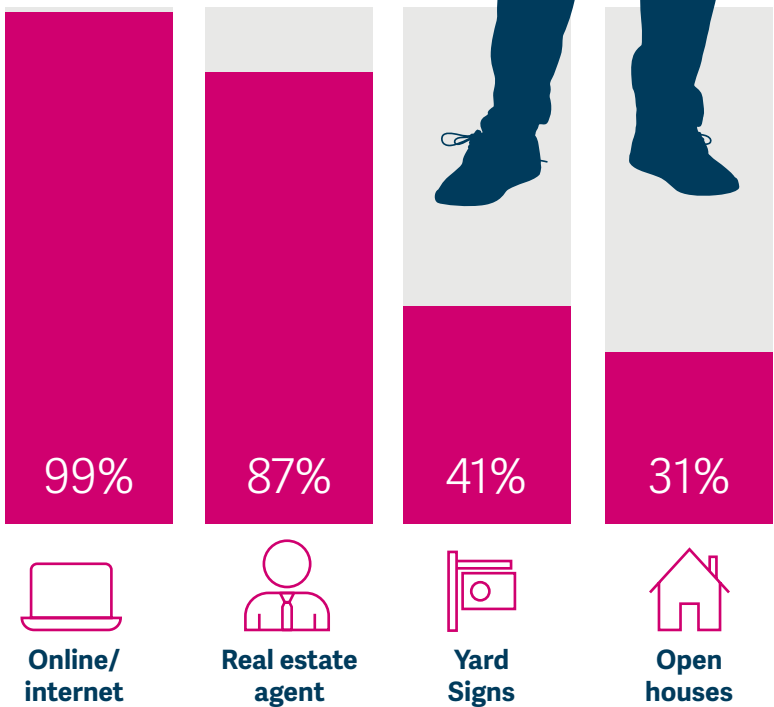
## Motivation to buy

47% Desire to own a home of their own

45% Currently renting

30% Live with family or friends

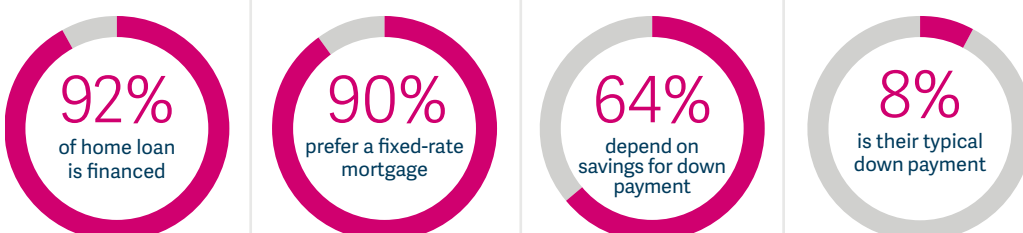
## Information sources



## Common challenges

- Finding the right property
- Understanding the process
- Saving for a down payment
- Student loan debt

## Key considerations



**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](https://mgic.com/fthb-library)