

TECH-SAVVY MILLENNIALS: RESHAPING THE ROAD TO HOMEOWNERSHIP



Forget flipping through listings – millennials rely on digital tools to find their dream homes. Dive into how this tech-savvy generation is reimagining the homebuying journey.

Demographics

26-44

years old¹

52%

married couples¹

39%

bachelor's degree²

75%

consider social media an essential part of their daily life³

Homebuying trends



use the internet in their home search⁸



found a mortgage lender online⁹



would be comfortable buying a home online¹⁰



use a mobile banking app to check their credit score¹¹



of millennials leveraged eSign technology in their purchase transaction¹²

Financial snapshot

\$33,173

average student loan debt⁴

\$71,566

median household pre-tax income⁵

9.8%

average savings rate⁶

43%

receive financial advice from social media⁷



f 87%

ig 72%

yt 66%

The top 3 social media platforms millennials use are Facebook, Instagram and YouTube.³

Often considered digital natives, millennials grew up during a time of rapid technological advancements, including the rise of the internet, smartphones and social media.

Lender Pros:

Engage millennial homebuyers with social media resources tailored for this digital generation.

mgic.com/social-shareable