

# 5 REASONS TO REACH OUT TO RENTERS

The majority of today's renters are ripe for leaving renting behind to pursue home-ownership, but not all can afford it or even believe it's possible. However, there's still opportunity to reach these renters and offer them affordable mortgage solutions!

MGIC

40%

of millennial **RENTERS** are likely to move because **OF CHANGES IN RENT**

Freddie Mae Harris Poll, February 2018

Millennials (age 18-34)



are **LESS SATISFIED** with their **RENTAL EXPERIENCE** than other generations

Freddie Mac Harris Poll, February 2018

55%

OF RENTERS

think now is a good time to **BUY A HOME**

National Association of Realtors® Q1 Home Survey 2018

51% OF RENTERS **EXPECT RENT to INCREASE**



National Association of Realtors® Q1 Home Survey 2018

52%

of older millennials expect to **BUY** their **NEXT RESIDENCE**



Freddie Mac Harris Poll, February 2018

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