

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

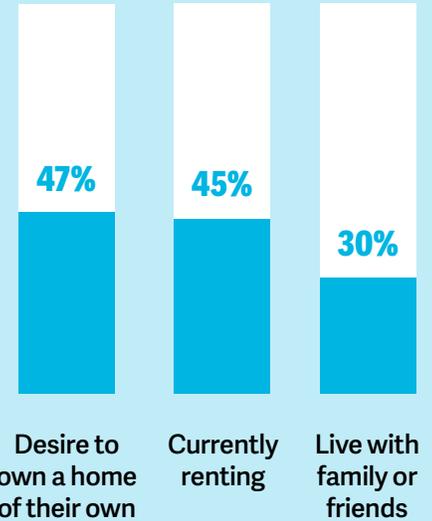
70%
24-32 years old

34%
Bachelor's degree

52%
Married couples

86K
Median household income

Motivation to buy



Information sources



Common challenges



Finding the right property



Understanding the process



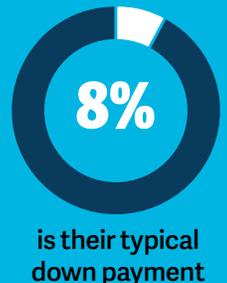
Saving for a down payment



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