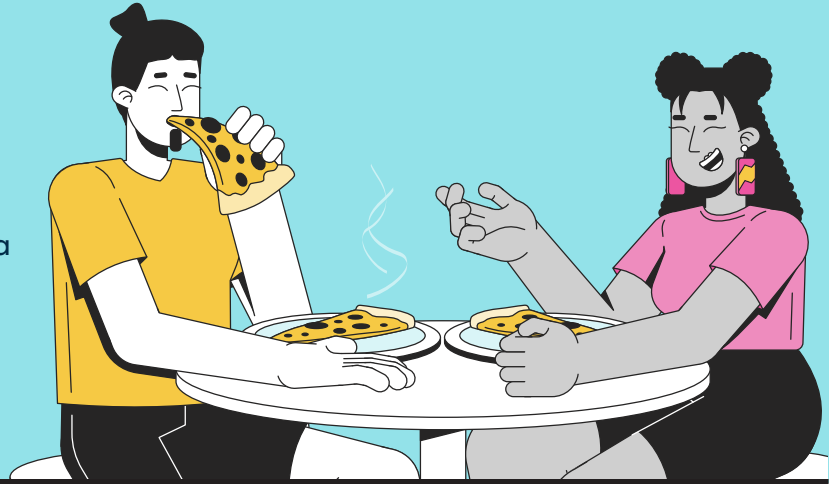


Meet the
FRESHEST HOMEBUYERS:

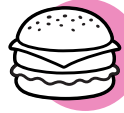
GEN Z

While most Gen Zers are still too young to rent a car, those old enough to enter the homebuying process have a definite idea of what they want – a heaping order of flexibility with plenty of guidance on the side.

MGIC



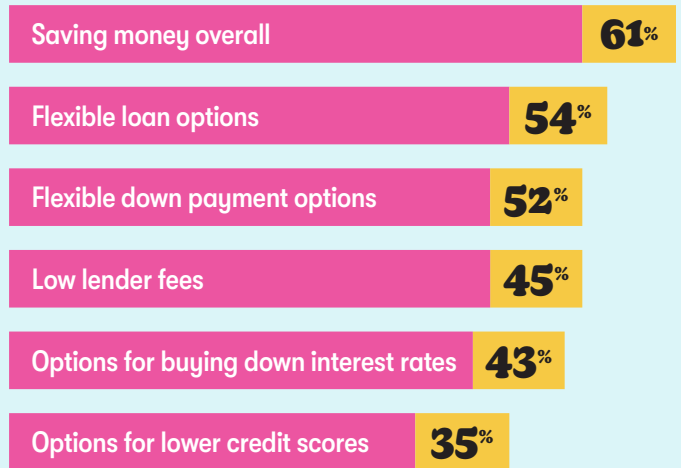
Food for thought:



- ♥ Born 1999-2011 (14-26 years old)¹
- ✓ Only 3% bought a home in 2024¹
- ✓ 30% of Gen Z homebuyers were single female buyers¹
- ✓ Average student loan debt (aged 24 and younger): **\$14,739**²

Important financing wants:

(4 out of 6 involve options!³)



Surprising tendencies:

Although Gen Z are digital natives, some have analog preferences when homebuying.³



54% say personalized communication with an LO is extremely important

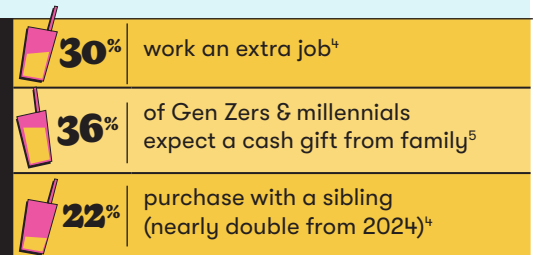


72% prefer phone calls to email (60%)



Least likely generation to fill out online applications & upload documents using a portal

Ways they overcome the down payment hurdle:



How to best serve Gen Z:

Even though Gen Z is a small subset of homebuyers today, working with them is an opportunity to prepare them as borrowers and build your future pipeline.

Provide personal attention to and guidance on all their options, like low-down-payment mortgages and down payment assistance programs, and you could earn Gen Z's trust and future business.



Get first-time homebuyer resources:
mgic.com/fthb-library