

Take Five Speaking Notes – Millennial Buyers

Intro/Cover Slide:



Slide 2: Title Slide



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First-Time Homebuyers

35% of Home Purchasers

- ▶ Millennials are now a larger generation than baby boomers

TAKE 5 with 1st Priority
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RealtyUSA.com
Nothnagle

In 2016 – the first time buyers accounted for 35% of all the home purchasers last year. Highlight the largest purchasing segment is millennials. Latest census data shows that the millennials are now a larger generation than baby boomers according to population size.

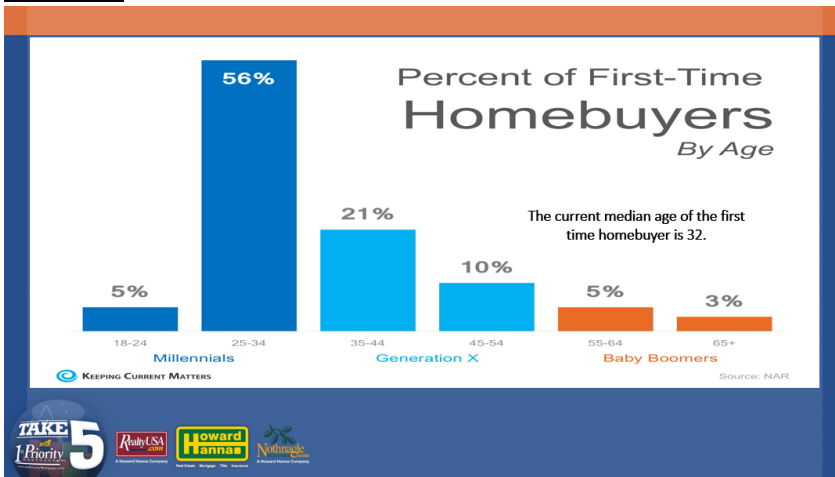
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Slide 4: See notes to follow



Some economists have suggested that Millennials cannot afford to live on their own after graduation, therefore many move back home with their parents. Why do most millennials move back with mom and dad after graduation? For most millennials, due to their high level of student loan debt, their finances restrict them to be able to live on their own and their ability to save for down payment and closing costs.

Slide 5: See notes to follow



The millennial buyer tends to be in their early 30s. The average age of the millennial homebuyer last year was 32. The largest percentage of buyers were couples, followed by single female customers.

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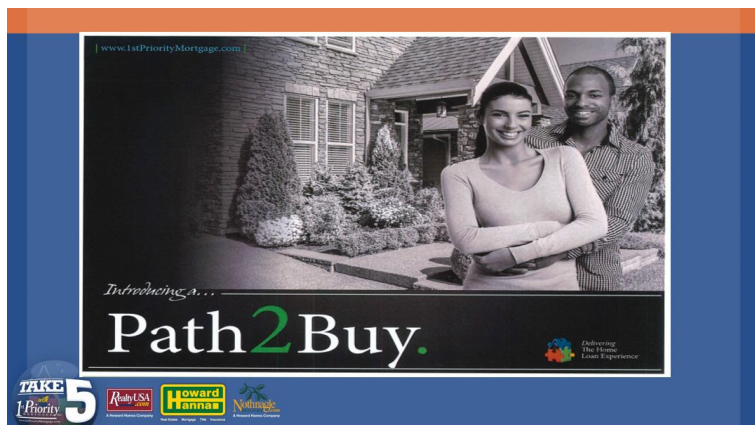
Tailored Mortgage Solutions for Individual Goals

| | CONV | FHA | VA | USDA | SONYMA |
|-------------------------------|--|---|--------------------|---|--|
| Available for: | Primary Residence, 2nd Home, Investment | Primary Residence | Primary Residence | Single Unit Properties, Primary Residence | Primary Residence |
| Minimum Down payment: | 3% | 3.5% | NONE | NONE | 3% |
| Minimum Credit Score: | 620 | 580 <small>(with manufacturer brand)</small> | 580 | 640 | N/A |
| Sellers Concessions Cap: | 3% Max | 6% max | 3% + closing costs | 6% max | 3% max |
| Mo. Mortgage Insurance: | <small>Must meet 20% down, 20% LTV, 60% Lender PI</small> N/A | YES | NONE | YES | <small>Must meet 20% down, 20% LTV, 60% Lender PI</small> N/A |
| How much has to be own funds? | 0% | 0% | 0% | 0% | 3% |
| How much can be a gift? | 100% | 100% | 100% | 100% | 99% |
| DPAL Options: | N/A | 3% of pp | N/A | N/A | 3% of pp or \$3000, whichever ever is greater |

TAKE 5 Realty USA Howard Hannan Mortgage

The first-time buyer today faces many challenges. It might be managing qualifications with student loan debt, it might be limited savings or it could be both. This is a great handout to provide your agents to show how many great programs we have to assist the buyer with low down payment, closing assistance, and generous qualifying ratios. You are an invaluable resource to work with each customer individually to find the best tailored solution. Dawn has this information and can personalize it for you.

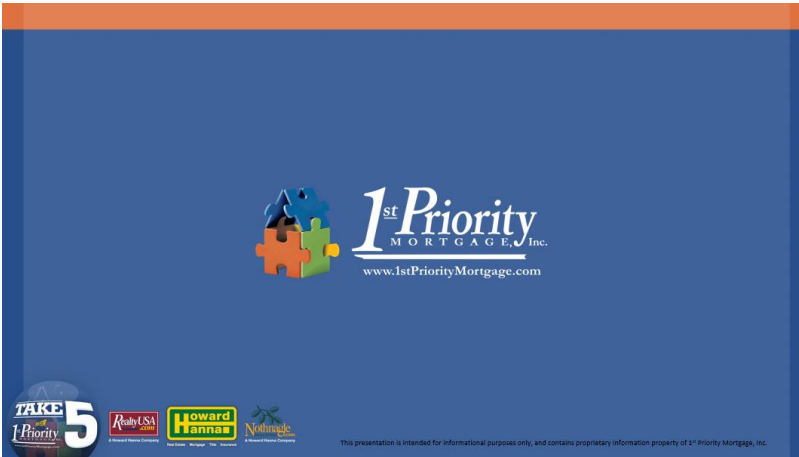
Slide 7: See notes to follow



Path 2 Buy is a great tool for our millennial buyers. The studies have shown us that the millennial buyer is one who wants to learn as much as possible before speaking or sitting down with a professional. We designed this series, Path 2 Buy, as a collection of videos to help educate our buyers on a variety of topics. It is available online 24/7, so that our prospective applicant can access information they want when it is most convenient for them.

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Slide 8:



Close with a call to action: **We are here to help navigate the process. Call me - I am happy to help!**

Full program guidelines available on LEO