

MI first-time HOMEbuyer

You've heard of them. You may have even seen one or two... First-time homebuyers. They're out there. And they're out there looking for you.

Do you know where they are? What they think about buying a home? What makes them decide it's time? And how to get them to think of you when they're ready?

MI First-Time Homebuyer will answer these questions, provide you with tips and resources and some pretty cool material to share with your borrowers.

Get into the **MI First-Time Homebuyer** game. Follow the board and game pieces to find material right for you. Like any good game, you need to know how and where to start. In this case, it is identifying your starter home inventory market status.

The good news – in the 36 largest US Metro areas, mortgage is less than rent. The not so great news – starter home inventory isn't super high.

Zillow published a 2016 report on starter home inventory and the percentage of income spent on mortgage and rent in these areas.

- New York, NY had the highest starter home inventory at 32.9%
- Dallas-Fort Worth, TX had the lowest starter home inventory at 13.2%
- Los Angeles-Long Beach – Anaheim, CA had the highest percentage of income spent on rent at 47.6%
- Detroit, MI had the lowest percentage of income spent on mortgage at 10.2% (rent is more than double the income at 24.9%)
- The BIG takeaway – in every one of the 36 metro areas, mortgage required a smaller percentage of the borrower's income than rent.

See the full report for details. <https://www.curbed.com/2016/6/21/11948374/first-home-prices-market-data-zillow>

If you are in a metro area with higher inventory of starter homes – find and educate your potential buyers.

Meet the Players pieces

yellow

Get to know them and ways you can reach them

Moving down the board pieces

orange

- Rent vs. buy – helping them realize the benefits and savings with buying
- Homebuyer Education – the more they know, the better they'll feel about buying and be ready for the process

Packing Up pieces

purple

- Mortgage funding options
- Mortgage Insurance – the benefits, savings and comparisons

If you are in a metro area with low inventory of starter homes – time to build a new path... or in this case, home.

Moving down the board pieces

orange

- Construction to Perm
- Renovation loans

In all metro areas – keep in touch with your borrowers.

Sold

green

- Homebuyer Privileges®
- Home maintenance tips
- Energy improvement loans
- Keep in touch

Here are the game sections:



Meet the
players



Packing up



Moving down
the board



Sold

Next, locate the game
piece on the flier.



keep this for
your reference



share this with
your borrower

We are sure you will have specific questions and needs, so please contact your Genworth Sales Representative or the ActionCenter® at 800 444.5664 for additional information. Be sure to ask about our homebuyer seminar kit and Realtor Resources.

Let's help someone buy a house today.

And, let's play!

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