



The things your borrowers are deciding

To buy or not to buy

The downs and ups of the housing market over the last couple of years are enough to make any potential buyers a little wary about investing in their first home. That's perfectly understandable. At the same time, it's important that your borrowers don't let the emotional side of things completely overwhelm the facts.

By objectively comparing the differences between renting versus owning in very clear terms, you can cut through the scary headlines and help your borrowers ask themselves the right questions – and ultimately make the decision that's right for them.

Get ready for their questions.

- **What about my credit scores, debt ratios, etc.?** Be realistic – but also point out that there is a wide range of mortgage options that provide a great deal of flexibility, more than your borrowers may realize.
- **Which is the more affordable option – rent or buy?** Don't let them simply compare the monthly costs associated with rent and a mortgage. This can be too simplistic – leaving out important tax implications and equity issues.
- **What else should I consider when deciding to rent or buy?** Help your borrowers think about the implications of their decision – the differences in neighborhoods, lifestyles and amenities that are part of choosing to rent or own.
- **What should I look for in a house?** Start with the practical stuff: location and size. Ask borrowers to consider how important it is to be in a particular neighborhood, or particular school district; would that outweigh the "perfect" house with a longer commute? **Then interests:** do they see themselves planting a garden or hosting dinner parties? Do they want a fixer-upper or prefer new construction?
- **Who can help me find the right home?** A real estate agent cannot only steer buyers toward good homes to buy; he or she can also steer them away from making very expensive mistakes. Be sure to look for someone who is licensed and trained, who operates under a code of ethics, who brings a great deal of knowledge about the local market and who knows his or her way around all the paperwork involved.
- **How do I decide my home purchase range?** Explain how going through a pre-approval at the very beginning of the process gives buyers a good sense of what types of houses they should be looking at – and gives sellers confidence that a loan approval probably won't hold up a sale.
- **What type of mortgage makes sense for me?** Make sure your borrower understands the differences between the loan types. Decide which one to use based on a borrower's specific situation.
- **What about a down payment?** Explain that they can get a loan with as little as 3% down by adding mortgage insurance (MI). Genworth Mortgage Insurance offers additional benefits such as Homebuyer Education and Homebuyer Privileges®.

Of course, the questions won't – and shouldn't – stop there. This is a great time to encourage your borrowers to visit smartermi.com for more details, or to register them for our self-paced, no fee, online homebuyer education course at <https://genworthhbe.com>.

Talk to your Genworth Sale Representative to learn about other ways we can help.

Let's help someone buy a house today.

