

# Where to look and go.



## ( The tools )

Anything can be found online today. And that includes your borrowers. Here a few tools and important stats that will help you learn more about your borrowers.

### Digging into the Facts

**Genworth's exclusive First-Time Homebuyer Market Report:** In this report, we estimate the size of the first-time homebuyer market going back to 1994 using a combination of government and mortgage industry data. This data provides a historical perspective on the first-time homebuyer market as well as important recent trends. Our report has been featured in the New York Times, Scotsman Guide, The MReport and more. Read it here: [miblog.genworth.com](http://miblog.genworth.com)

**Bureau of Labor Statistics, US Department of Labor website:** Get a clearer picture on key financial considerations influencing the borrowers in your market – how many are working, how they spend their time, and how inflation and consumer pricing are impacting their buying power. [www.bls.gov/data](http://www.bls.gov/data)

**The Nielsen Company's MyBestSegments website:** Categorizes your borrowers – by everything from income and age ranges to education levels and lifestyle traits – in a way that helps you personalize sales and marketing strategies more effectively. [www.mybestsegments.com](http://www.mybestsegments.com)

**DSIRE website:** This site shows every federal, state and county-by-county tax incentive, tax refund and tax rebate available for residential property. Helps make a borrower feel even better about buying. [www.dsireusa.org](http://www.dsireusa.org)

*Talk to your Genworth Sales Representative to learn about even more way we can help.*

### YOU-CENTRIC SOLUTIONS THAT MATTER

### Reaching your borrowers

**Social media:** Facebook, LinkedIn and Twitter make it easy to get a message out to your borrower and community networks. Post about upcoming homebuyer seminars, starter home inventory, rent vs buy articles and fact sheets, and sites of interest to your borrowers.

**Leverage your company site:** Ensure borrowers have access to an easy-to-use website, online banking options, live chat, text updates, apps, and more.

### Pointing borrowers in the right direction

**Smartermi.com:** Genworth's [smartermi.com](http://smartermi.com) website can answer mortgage insurance related questions for all your borrowers. They'll learn about mortgage insurance, why it is needed, how loans with mortgage insurance compare to other loan types, how mortgage insurance works, and common mortgage terms and definitions.

MI first-time  
**HOME**buyer