Marketing to Different Generations
Opportunities in Today’s Market

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Before we get started...

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## Marketing to the Generations

<table>
<thead>
<tr>
<th>Generation</th>
<th>YEAR BORN</th>
<th>AGE IN 2017</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger Millennial</td>
<td>1990-1998</td>
<td>27-19</td>
<td>6%</td>
</tr>
<tr>
<td>Older Millennial</td>
<td>1980-1989</td>
<td>28-37</td>
<td>28%</td>
</tr>
<tr>
<td>Gen X</td>
<td>1965-1979</td>
<td>38 to 52</td>
<td>25%</td>
</tr>
<tr>
<td>Younger Boomers</td>
<td>1955-1964</td>
<td>53 to 62</td>
<td>16%</td>
</tr>
<tr>
<td>Older Boomers</td>
<td>1946-1954</td>
<td>63 to 71</td>
<td>14%</td>
</tr>
</tbody>
</table>
Millennials
Gen-Y or Gen-WHY?
FOMO Generation
Echo Boomers
Boomerang Generation
Peter Pan Generation
Largest demographic to ever enter the nation’s housing market
What do we really know about Millennials?
“They have trouble making decisions.”

Do we agree with TIME about the 20 something year-olds?
They would rather hike the Himalayas than climb the corporate ladder."

Do we agree with TIME about the 20 something year-olds?
They crave entertainment, but have no attention span.

Do we agree with TIME about the 20 something year-olds?
Do we agree with TIME about the 20 something year-olds?

“They postpone getting married.”
Do we agree with TIME about the 20 something year-olds?

“What they hold dear are family life, local activism, national parks…”
“What worries parents, teachers and employers is that the latest crop of adults wants to postpone growing up.”

Do we agree with TIME about the 20 something year-olds?
45% of Millennials now have children under 18 in their home

Source: NAR April 2016
Millennial home buyers 34%

Source: NAR Home Buyer and Seller Generational Trends, March 2017
Homeownership Rate By Age Group

when they were 25-29 Years Old

Ages reported are ages in 2012

Source: John Burns Consulting 2014
So why are you renting?

Q: What are the main reasons you are currently renting? Please select all that apply.

<table>
<thead>
<tr>
<th>Financial Reasons</th>
<th>Life-Style Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannot afford a down payment for a mortgage</td>
<td>Best option for my lifestage/age</td>
</tr>
<tr>
<td>Do not have a good enough credit history</td>
<td>Do not want to worry about home maintenance/repairs</td>
</tr>
<tr>
<td>Do not make enough money</td>
<td>Need flexibility/mobility in the area for a short time</td>
</tr>
<tr>
<td>Allows me to save money</td>
<td>Do not want to be “stuck” in one location</td>
</tr>
<tr>
<td>I have too much debt</td>
<td></td>
</tr>
</tbody>
</table>

36% | 18%  
35% | 15%  
30% | 13%  
27% | 8%   
23% |      

Location of home purchased

Source: NAR Home Buyer and Seller Generational Trends, March 2017
Type of home purchased

Source: NAR Home Buyer and Seller Generational Trends, March 2017
“If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed.”

- Mark Twain
53% of Millennials say they have no one to turn to for financial guidance

Source: Facebook IQ January 2016
 Millennials list mortgage rates as most important when looking for a home

Source: TD Bank June 2016
If rates rose one point...

Source: Forbes July 2016
Last time rates were 4.5% or higher was first two weeks of January 2014

Source: Freddie Mac Primary Mortgage Market Survey
Last time rates were 5% or higher was May 6, 2010

Source: Freddie Mac Primary Mortgage Market Survey
Gen Xers
Even the name is a hand-me-down
MTV Generation
PC Generation
Latchkey Generation
25% of US population
31% of US total income

Source: V12 Data July 2016
Only 36% have more wealth than parents
30% have taken loans or early withdrawals from their retirement savings.

Least likely to consider generation unique
(Pew Research June 2014)

Most pessimistic about having enough to retire:
44% compared to 40% Boomers; 35% Millennials
(Pew Research June 2014)

Gen X shoppers were the most frequent purchasers when had loyalty program – 65% bought at least once a month from the stores with program
Baby Boomers
Older Boomers 62 - 70
Young Boomers 52 - 61
Boomers turn 65 at a rate of 10,000 a day

Source: AARP
67% plan to work past age 65

Source: Transamerica Center
Nearly 25% say they have helped someone financially with down payment

Source: Freddie Mac June 2017
First step taken

- 36 and younger: 35%
- 37 to 51: 45%
- 52 to 61: 55%
- 62-70: 45%

Looked online for properties for sale

Source: NAR Home Buyer and Seller Generational Trends, March 2017
And what do they all have in common?
Lack of knowledge
Millennials who believe you need 10% or more down 86%

Source: NAR HOME Survey September 2016
GenXers who believe you need **10% or more down**

82%
Young Boomers who believe you need **10% or more down**

87%
You Don’t Need Perfect Credit

Median FICO Score Ranges

- 730-745
- 723-729
- 711-722
- 691-719
- 650-690

Source: American Reporting Company

MGIC.com/social
Consumers fear not having enough for a down payment 69%
87%

First-time home buyers who would take advantage of down payment assistance programs

Source: Bank of America Homebuyer Insights Report April 2017
56% Renters who prefer to own but are not currently pursuing it because it would be too difficult to get a mortgage

Source: Pulte Group May 2014
Fastest, easiest way to get MI

25% of Millennials would move up timeline to buy if they had access to a down payment.

Source: Pulte Group May 2014
Join the celebration & get tagged!
buy now vs. wait calculator

Did you know that you can buy a home with less than 20% down payment?

While waiting to save for a 20% down payment can save you money in some areas, it could cost you money in others. Our calculator can help you determine if buying a home right now is the better choice for you.
Top primary reason for buying now for buyers 61 and younger:
Desire to own a home of my own

Source: NAR Home Buyer and Seller Generational Trends, March 2017
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Thank You!