

80% of Americans still view owning their home as a good investment,¹
but homeownership rates are still at 50 year lows.²

Here's why...

MILLENNIALS ARE SLOW TO ENTER THE MARKET³

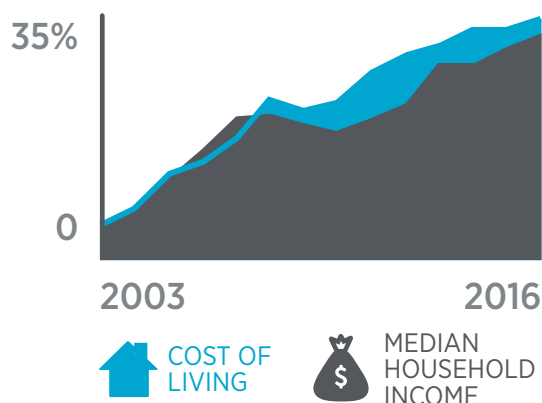


80% OF ALL MILLENNIALS WANT TO BUY A HOUSE

but

68% HAVE LESS THAN \$1,000 SAVED

THE COST OF LIVING IS OUTPACING INCOME⁴



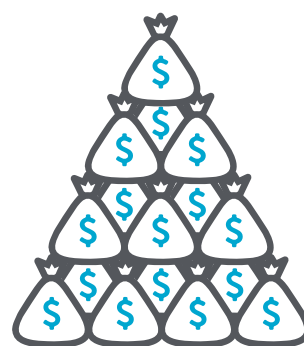
HOUSING SUPPLY IS LOW⁵



CONSUMER DEBT ON THE RISE⁶



HOUSING COSTS UP NEARLY 7% SINCE 2016⁷



HERE'S THE GOOD NEWS

The dream of homeownership is still within reach



39.5 MILLION HOMEOWNERS HAVE TAPPABLE EQUITY. ALL WITH AT LEAST 20% EQUITY IN THEIR HOMES⁸

1. www.nar.realtor/news-releases/2017/07/84-percent-of-americans-see-homeownership-as-good-investment-affordability-a-growing-concern
2. www.housingwire.com/articles/40473-millennial-homeownership-rates-dropped-in-past-decade
3. www.cnn.com/2017/05/26/most-millennials-want-to-buy-a-home-but-about-half-have-nothing-saved.html
4. www.nerdwallet.com/blog/average-credit-card-debt-household/
5. www.wsj.com/articles/americans-pour-record-sums-into-home-improvements-1500975001
6. www.newyorkfed.org/newsevents/news/research/2017/rp170517
7. www.cnn.com/2017/07/24/june-us-existing-home-sales.html
8. www.bkfs.com/CorporateInformation/NewsRoom/Pages/20170403.aspx