

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

*Here's why...*

## MILLENNIALS ARE SLOW TO ENTER THE MARKET<sup>3</sup>

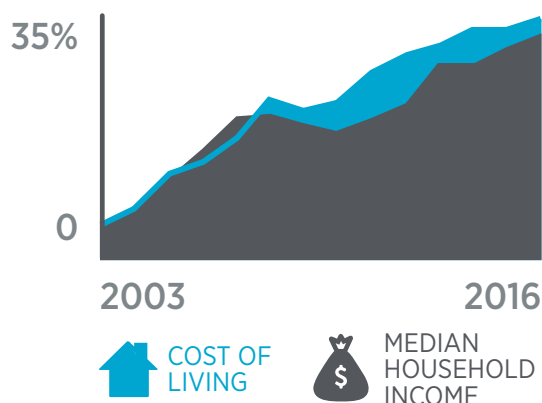


**80%** OF ALL MILLENNIALS WANT TO BUY A HOUSE

*but*

**68%** HAVE LESS THAN \$1,000 SAVED

## THE COST OF LIVING IS OUTPACING INCOME<sup>4</sup>



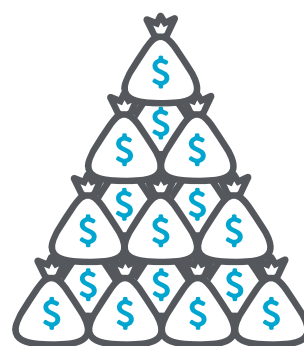
## HOUSING SUPPLY IS LOW<sup>5</sup>



## CONSUMER DEBT ON THE RISE<sup>6</sup>



## HOUSING COSTS UP NEARLY 7% SINCE 2016<sup>7</sup>



## 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 HOMES<sup>8</sup>**

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