



## Your Guide to Reaching NextGen Homebuyers

NextGen homebuyers are the largest segment of the market and the most diverse generation in US history. According to the National Association of Realtors, homebuyers under the age of 40 make up 37% of home purchases.

National MI has collaborated with multicultural marketing agency, Cultural Outreach, and NextGen homebuying expert, Kristin Messerli, to provide ongoing insights to help you reach today's fastest-growing market.

Topics you can expect from webinars and presentations include:

- NextGen homebuying in a new era of customer experience
- Staying ahead of the curve: adapting to the digital shift
- Cultural empathy to grow your business in a diverse world
- The NextGen gender gap: the future of homeownership for women
- Diversity in the workplace: how to recruit and retain top talent

And more!

For upcoming webinar sessions, visit [www.nationalmi.com/miu](http://www.nationalmi.com/miu), and for additional content and information to help you grow your business, visit [www.discoverm3.com](http://www.discoverm3.com)!

### NextGen Homebuyers Need Trusted Advisors



**1 in 5** NextGen buyers said they were not confident in **ANY** step in the homebuying process.



**40%** said qualifying for a mortgage was one of their biggest fears related to home buying.



Only **25%** were aware of down payment assistance programs and **Mortgage Insurance** options available.

NationalMI CULTURAL OUTREACH

Source: NAR

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