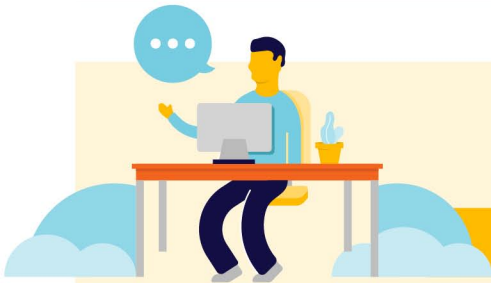


Financing First

Most home buyers are following their REALTORS®' advice and seeking financing first in their homebuying journey. They also want greater speed, simplicity and communication from their providers.



73.5% sought out home financing options before looking for a home



75.4% said their agent and lender communicated



49.5% desire a faster or easier homebuying experience



34.1% had trouble understanding mortgage fees

