Capturing more of the First-time Homebuyer Market

Insights and Lending Solutions for a New Generation
First-time homebuyers

A $78 Billion sales opportunity in 2017

In the Mid-Atlantic and Southeast, the First-Time Homebuyer (FTHB) market has huge potential:¹

1 out of every 3 purchases

About 230,000 homes

Average purchase price: $250,000²

Average REALTOR® commission: $15,000³

¹Source: SunTrust Renter & First-Time Homebuyer Analysis (12/2016)
²Based on $230,000 average loan amount, assuming 10% down payment
³Based on 6% commission rate (Average combined commission for listing and selling agents)
What we know about today’s FTHBs:

- 18% are single women
- 58% are married
- 18% are Veterans
- 51% are Active Duty
- Military FTHBs (no down payment)
- 90% Use an agent or broker
- 67% want to own their own home
- 72,000 Median income
- Home Price: $182,500 National Average vs $250,000 Regional Average
- Confused about the buying and financing process
- 32 Median age
- 58% are married
- 32 Median age
- WANT Personalized, individual support
- Obstacles to purchase: Credit card debt, student loans, & lack of funds for down payment

Reason to Buy:

- #1 Reason to Buy: 67% want to own their own home

National Average: $250,000
Regional Average: $182,500

Sources: “Recent Home Buyer Profiles,” NAR (11/4/16); SunTrust FTHB Insights research (November, 2015)
The FTHB Challenge

Real concerns from today’s renters:

“I wish I had someone personal that could guide me through the process.”

“I’m afraid of getting taken advantage of.”

“I think buying a home should be fun, but instead it’s scary!”

“I wouldn’t want to jump into a process I know nothing about.”

Source: SunTrust FTHB Insights research, November 2015
Today’s FTHBs want one thing:

CONFIDENCE

Confidence that they’re making the right decisions to move forward.

Confidence that comes from working with an expert lender who

- really listens and understands
- answers questions both big and small
- helps ensure their mortgage fits with everything else that really matters in their life
At Suntrust Mortgage, we believe that everyone can achieve the financial confidence to pursue a life well spent.

More than a million people have joined the onUp Movement because they know that financial confidence leads to life confidence. And they all share a desire and commitment to moving financially toward a life well spent.

At onUp.com, we share topics, resources and inspiration from real people who’ve already started taking steps toward a more confident life. There’s even a section dedicated to homeownership!

Learn more or join the movement at onUp.com.
FTHB concern:

“I’m afraid of getting taken advantage of.”

We overcome this widespread concern with authentic personal service:

- Experienced, knowledgeable mortgage professionals dedicated to improving FTHBs’ financial well-being.
- Flexible, competitive financing choices, many of them ideal for FTHBs.
- Individual 1:1 consultations focused on client goals.
- Key question: Not, “What do you need?” but, “What do you want to achieve?”
- Organizational purpose to help lead everyone, everywhere toward financial confidence—and there is no better example of that than successful homeownership!
We provide resources to make the loan process less stressful for your clients—and ultimately for you.

- Free “Planning for Homeownership” Guide
- Free FTHB seminars
- Unlimited access to our online Resource Center
- Free “Closing with Confidence” Guide
- Multi-touch communications/engagement programs
- Loan status tracking from application to close

FTHB concern:

“I wouldn’t want to jump into a process I know nothing about.”
The next time a FTHB says...

“I don’t understand.”
Remember our many resources that help educate new buyers.

“I feel really stressed about this process.”
Think of the time we invest to help them get it right.

“I don’t want to be treated like a number.”
Recall our personal service and customized financing, focused on what the buyer wants to achieve.

“Who can I talk to?”
Consider the weight we take off your shoulders, without taking you out of the loop.

You can have confidence in referring SunTrust Mortgage—the right choice for your FTHB clients.
Let’s start now!

This year, nearly 31% of your sales could come from FTHBs.1 Are you ready? If not, here are 3 distinct ways we are committed to help you close more FTHBs and take advantage of this growth opportunity.

1:1 Consultations — Do you have clients who share these concerns? If so, put them in touch. Let us use our experience to help move them from concern to confidence and then closing.

Events — Give us 3 dates and times and we will host a free Planning for Homeownership Seminar for all of your prospects. At your place or ours.

Strategy — Schedule a planning session and we can develop plans to identify new ways to reach, attract, retain and close even more FTHBs.

Together, we can give FTHBs more confidence to move forward toward a home of their own — a giant step in pursuing a life well spent.

1Source: SunTrust Renter & FTHB Analysis (12/2016)