

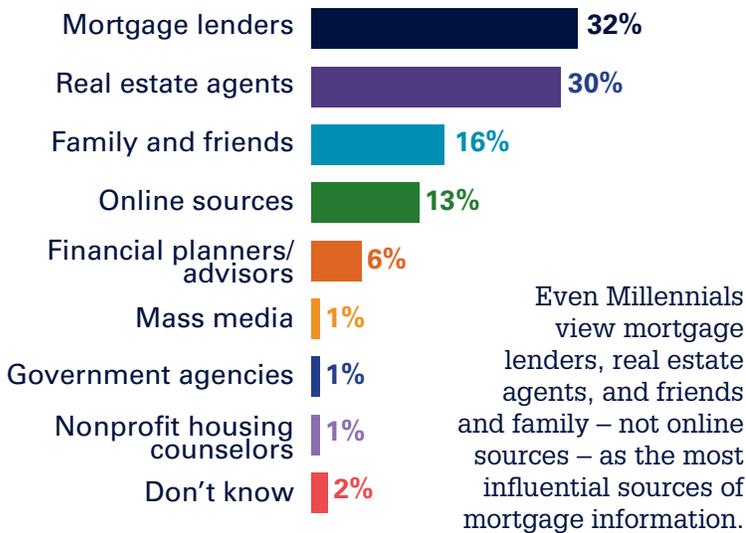


Lenders and real estate agents still beat online sources as top mortgage influencers... for now

Our Economic & Strategic Research Group finds that most recent homebuyers consulted many sources when researching and receiving advice about getting a mortgage. Although the majority relied most on person-to-person interactions, consumers say they hope to use online resources more in the future.

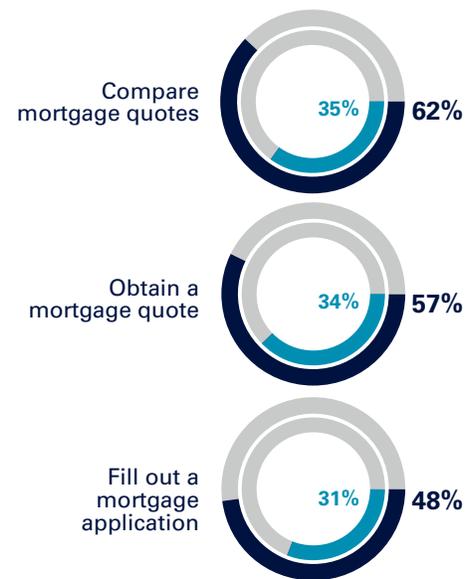
Recent homebuyers said the most influential sources of mortgage information were their personal interactions with lenders and real estate agents, not online sources.

% of homebuyers



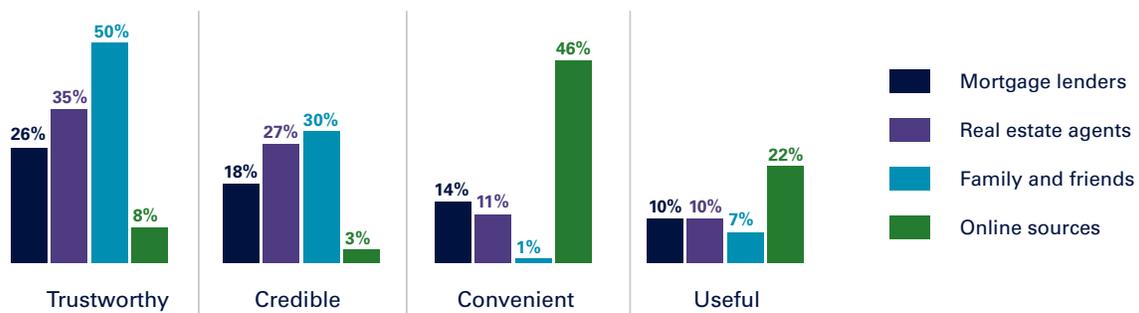
However, consumers want to use mobile devices almost twice as often in the future when shopping for a mortgage.

% future interest vs. current use



Mortgage lenders and real estate agents are seen as more trustworthy and credible compared with online sources, which are ranked primarily for their convenience.

% of homebuyers



Hear more from our research team, or read the full findings:

National Housing Survey®