

Millennials Driving Digital Mortgage Changes

By Marcus McCue, Executive Vice President & Chief Business Development Officer, Guardian Mortgage Company, Inc.

Low mortgage rates combined with rising rental costs across the country have pushed many young Millennials toward homeownership.

In fact, Zillow predicts that Millennials will become the largest home-buying demographic this year and, according to its survey, more than one-half of 18- to 35-year-olds plan to purchase a home within the next 5 years.

With Millennials commanding 17 percent of the population, this could mean big business for the housing and mortgage industries.

Going Digital Draws in Millennials

But, Millennials aren't like past generations of first-time homebuyers. They've grown up immersed in technology. They've had a computer since they were young, a cellphone not long after that, and they're plugged in to every social media channel you can imagine.

Because of this, these new buyers require an equally new approach. Home mortgage lenders, real estate agents and other housing professionals can entice Millennials by incorporating technology, online tools and smartphone apps into their processes and services.

Some of the best digital options are e-signing and e-recording solutions, which allow millennial buyers to virtually sign documents without ever setting foot in an office. These tools can shave hours off the application process and make securing a first-time homebuyer loan easier, more accessible and more convenient for the digitally savvy buyer.

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Online pre-qualification tools are also popular tools with Millennials, as they shorten the application process. Mortgage estimators are popular as well, as they calculate how much a buyer can afford in monthly mortgage payments and provide guidance on what price range they should consider.

When a Millennial has secured a Dallas home loan, the mortgage company can keep the relationship strong by offering digital payment options, online account management and Web-based refinancing tools. Many Texas mortgage lenders offer mobile apps that allow homeowners to track their loan balance, submit payments and more.

Wave of the Future

The truth is that Millennials are the next big wave of homeowners, and if the Dallas mortgage and housing industries want to keep up, they must evolve. Digital tools, online application processes and handy apps can be great ways to entice these young, tech-savvy buyers and make them happy customers for years to come.

At Guardian Mortgage, we know digital options are important to homebuyers. That's why we offer convenient online mortgage applications, helpful financial calculators and more. Contact us today for additional information.

