

Homeownership Education in Need of a Makeover

Our [Economic and Strategic Research team](#) interviewed lower-income first-time homebuyers, loan officers, and real estate agents about pre-purchase homeownership education. While all agree it's a good idea and empowers consumers, awareness is low. Here's what we learned:



Almost no consumers, and few professionals, know what's available.



Consumers hesitate to spend time taking education during an already stressful time.



Education should happen earlier in the process.



Homebuyers value personal interaction and a hands-on approach to learning.

Opportunities

Building on the shared belief that homeownership education is valuable, lenders and real estate agents can collaborate to help promote education by:

- Encouraging early participation, around the time of pre-qualification
- Offering incentives

And, education providers can enhance current offerings by:

- Simplifying, centralizing, and clarifying education options
- Personalizing training, and providing a coach



Hear more from [our expert](#), or read the full findings:

[Pre-Purchase Homeownership Education for Lower-Income First-Time Homebuyers](#)