



Grow Your Business with Freddie Mac Home Possible Mortgages

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1. Look for better ways to provide greater certainty.
2. Deliver better solutions to help our customers make more loans at a lower cost.
3. Provide better support to strengthen business opportunities.



Loan Advisor Suite...

our vision is becoming a reality



 | Loan Advisor SuiteSM



Loan Product AdvisorSM



Business IntelligenceSM



Loan Closing AdvisorSM



Selling SystemSM



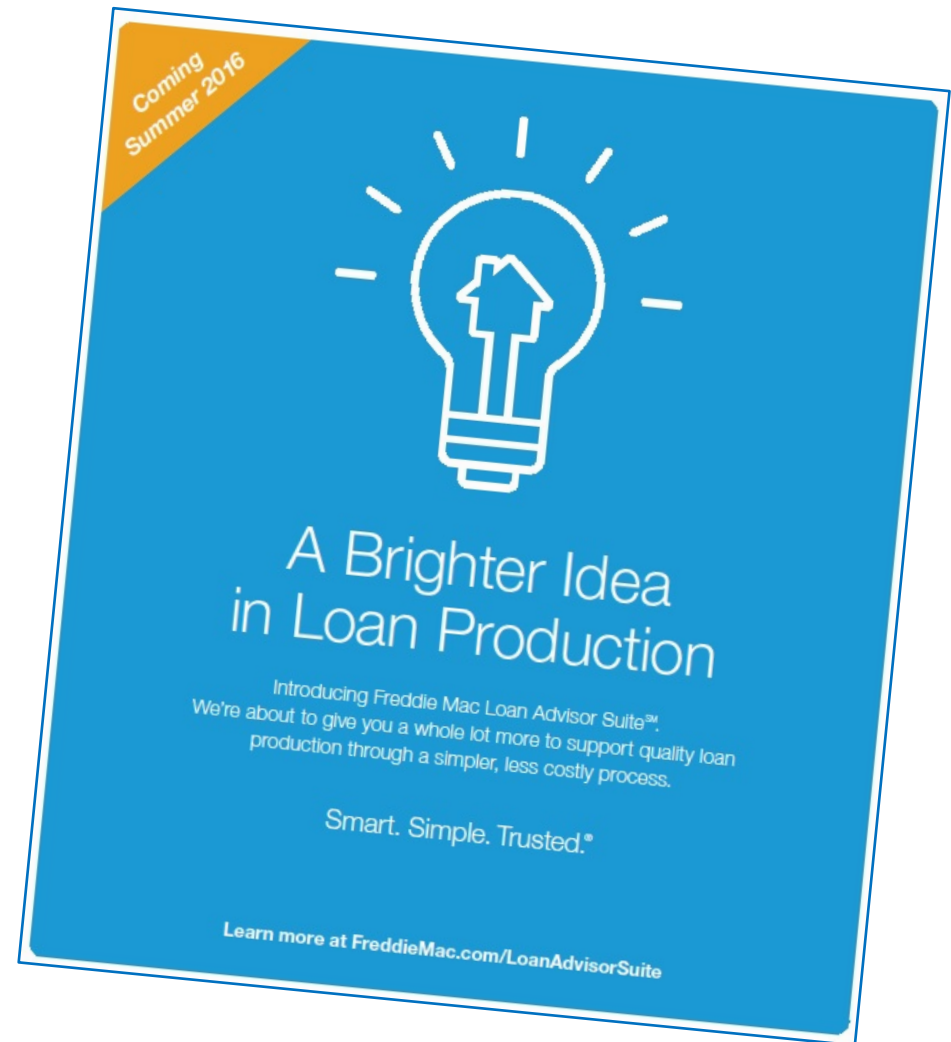
Loan Quality AdvisorSM



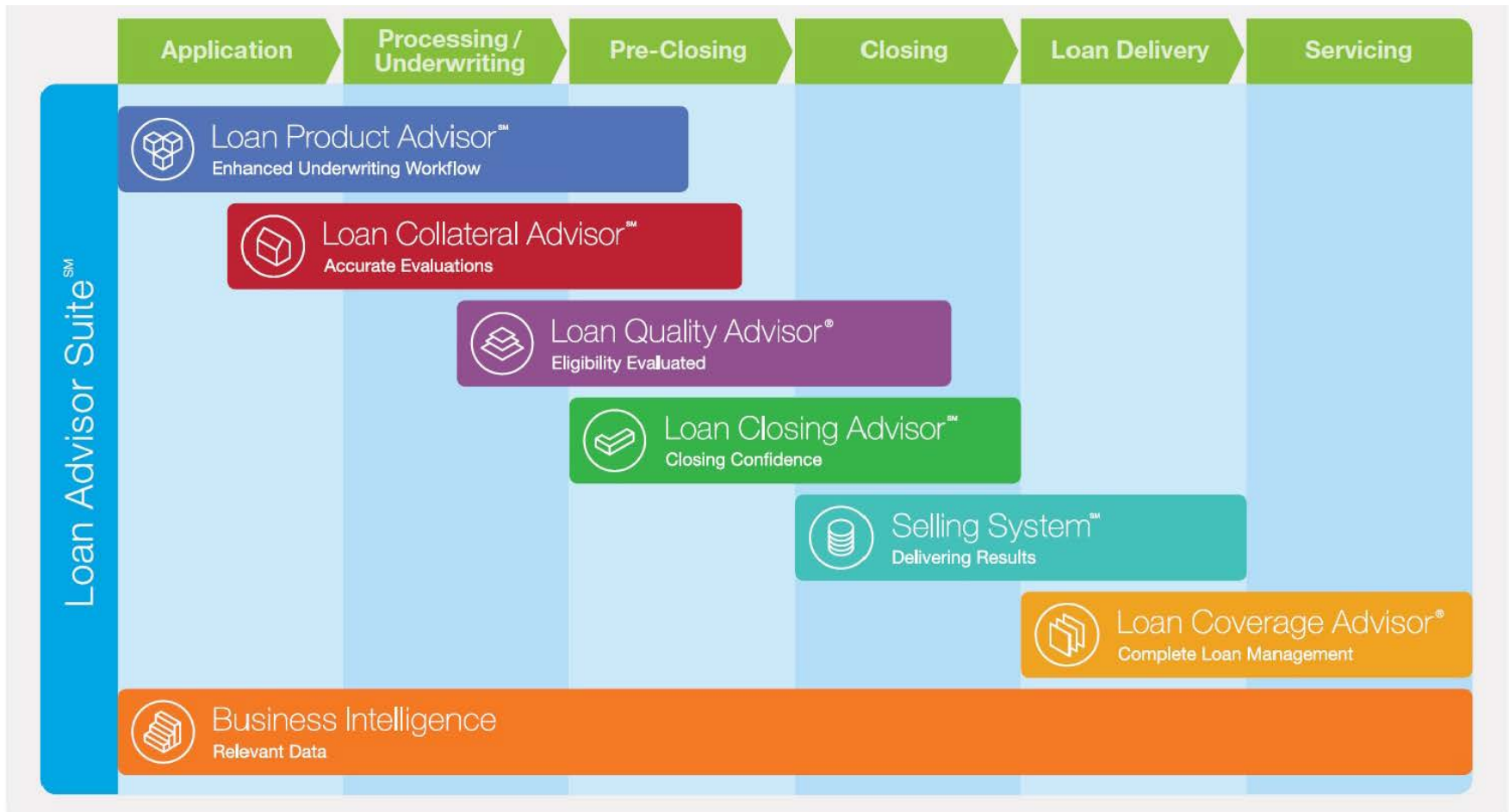
Loan Coverage AdvisorSM



Loan Collateral AdvisorSM

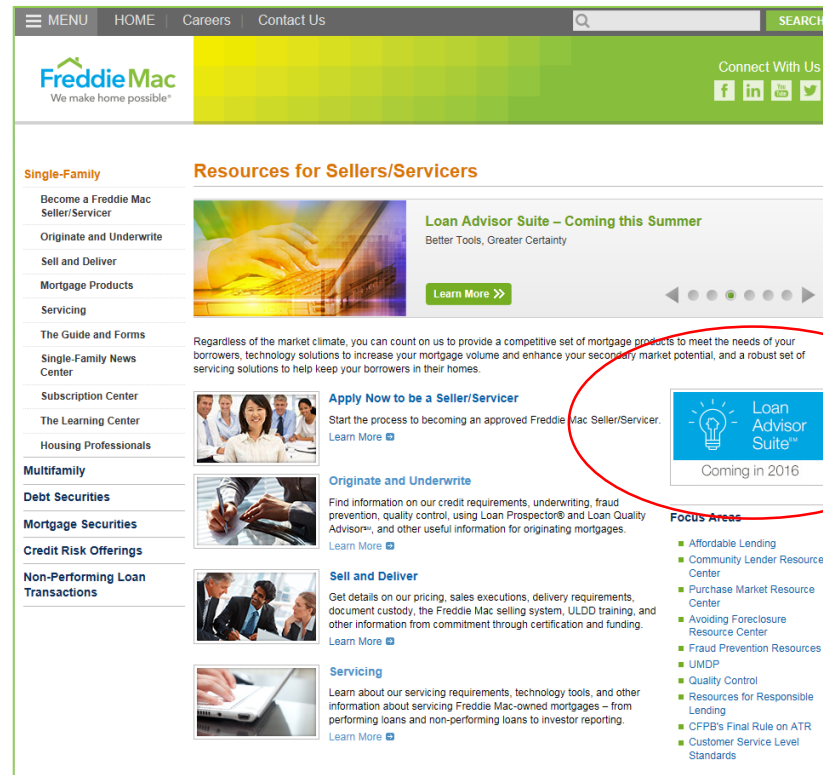


Loan Advisor Suite components



Want more information?

- www.freddiemac.com/loanadvisorsuite
- Sign up for Loan Advisor Suite updates
- Talk to your Freddie Mac representative

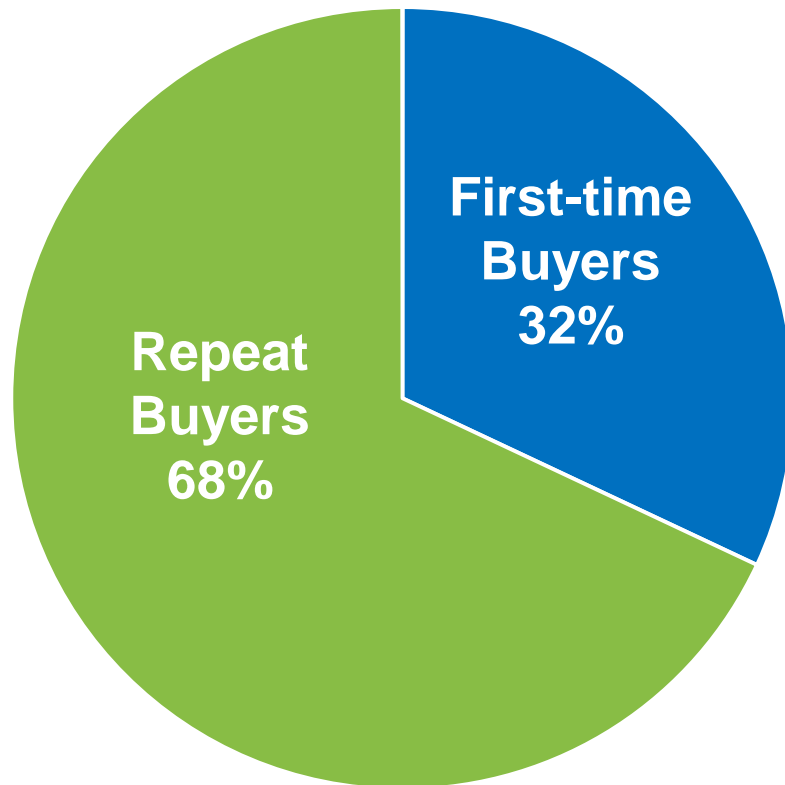


Click to access the Loan Advisor Suite web page and to sign up for updates

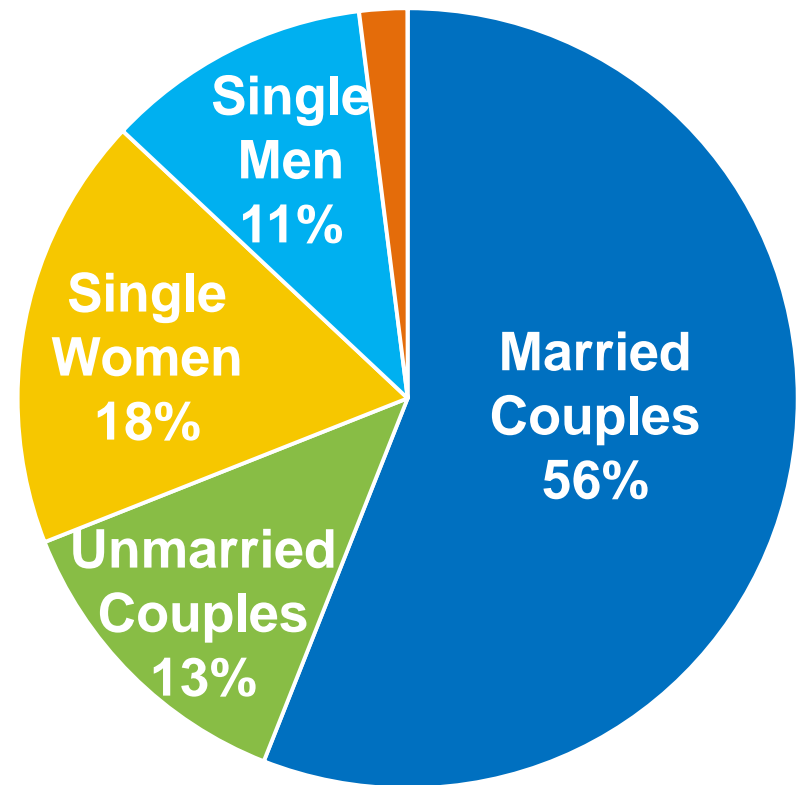
- **Mortgage rates:** Near historic lows
- **Home prices:** Rising
- **Home sales:** 2015 best year since 2007
- **Home construction:** Rising
- **Views on homeownership:**
 - » Still a good investment
 - » Hope to own – someday
- **Employment:** Near historic average; little wage growth

Who's Buying Now?

**2015 All U.S.
Homebuyers**

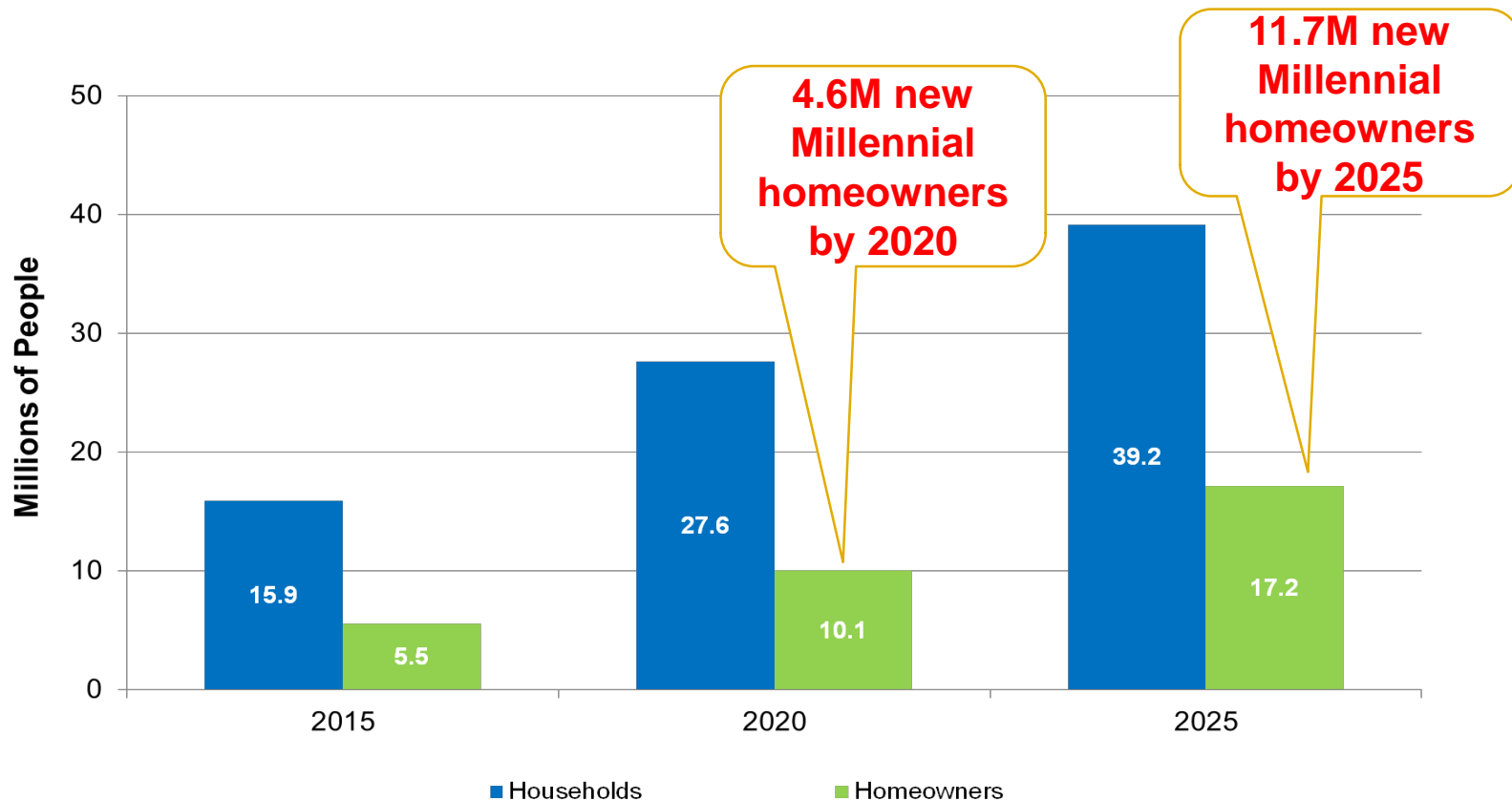


**2015 First-time
Homebuyers**



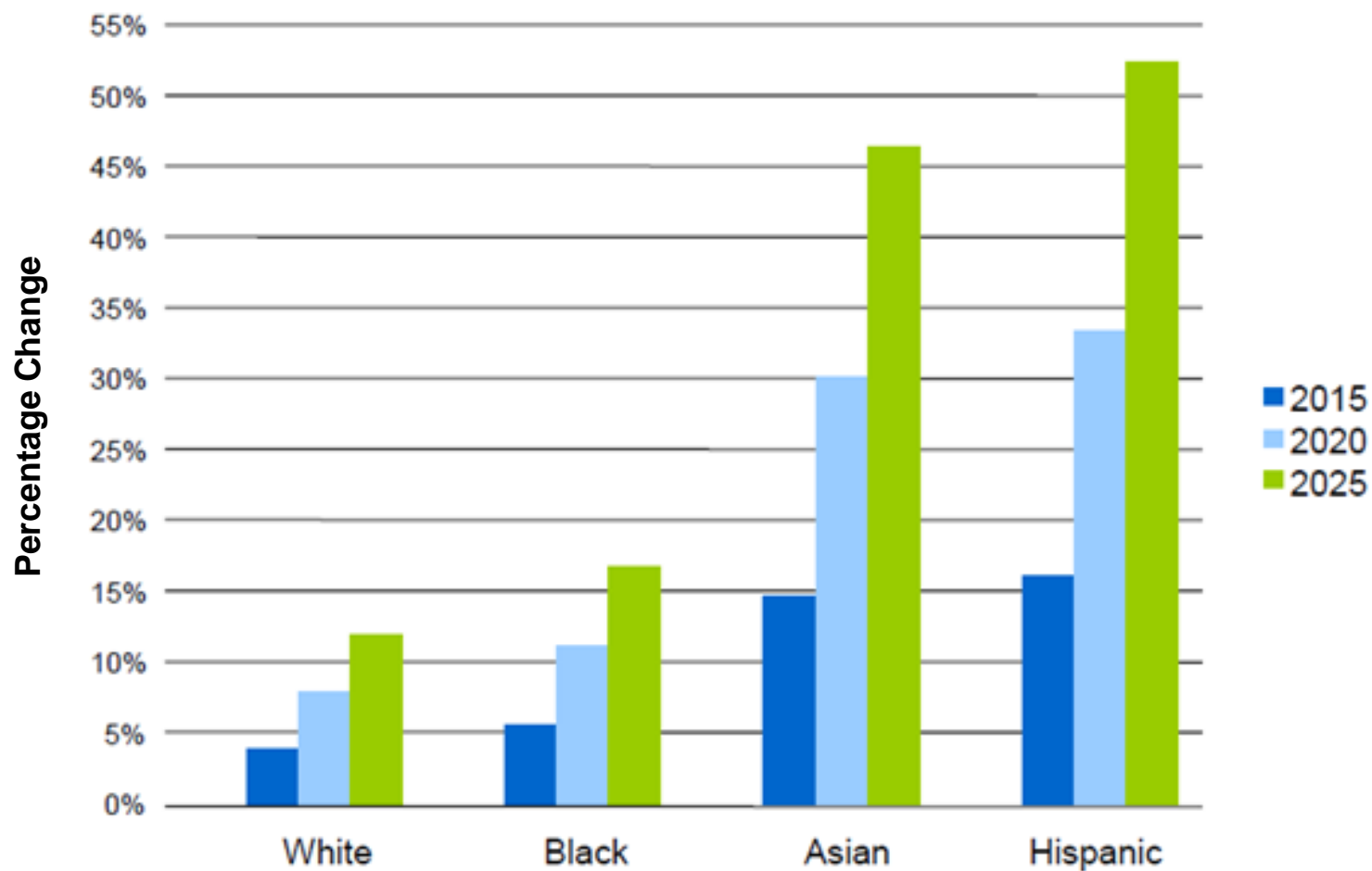
Source: National Association of Realtors
2014 Profile of Home Buyers and Sellers

Growth in Millennial Households and Homeowners



Sources: JCHS of Harvard University – chart depicts middle projection (interpolated):
<http://www.jchs.harvard.edu/research/publications/baseline-household-projections-next-decade-and-beyond> ; Collingwood Group.

Population Growth Rates



Source: U.S. Census Bureau

Asian Millennial Homebuyers	Hispanic Millennial Homebuyers
Higher educational levels	Strong enthusiasm for homeownership
Higher-than-average annual household income & median household wealth	Access to credit is primary barrier to homeownership in the current market
Often ask elders for financial help; multi-generational households not uncommon	More likely than non-Hispanics to live in multi-generational households
Many pay all cash; those who finance tend to make surprisingly large down payments	Tend to make small down payments ($\leq 5\%$)
Language is primary barrier to home ownership; ~90% speak a language other than English at home	Many lack accurate information about the home buying (down payments, FICO)
Account for 5% of Millennials	Account for 20+% of Millennials
Forecast: 18% of new U.S. households 2015-2025	Forecast: 40% of new U.S. households 2015-2025


Source : NAHREP 2014 State of Hispanic Homeownership Report; AREEA Working With Asian Home Buyers by Michelle Hofmann, June 2013; U.S. Census

Secret #1: Dispel Myths



Urban Legend	Truth
"A 20% down payment is required"	You can get a mortgage loan with $\geq 3\%$; average $\sim 15\%$; 40% put down $\leq 10\%$
"FHA is the place for low down payment mortgage loans"	Freddie Mac has a range of low down payment products to meet your needs
"I only may use my savings for a down payment"	You may be eligible for down payment assistance; gifts & grants are OK, too
"My credit history isn't good enough"	The lender ultimately decides, but Freddie Mac accepts FICO scores of ≥ 660
"I don't know where to start – the buying process is complicated"	Not-for-profit, HUD-approved, housing counseling agencies help for free; Freddie Mac offers free CreditSmart [®] financial education
"I don't make enough money to own"	In fact, you might – check with a lender or other housing professional
"Student debt is the reason few younger adults buy homes"	It may be a factor but often isn't
"I was rejected once, so can't buy"	Find out why – fix issues if you can, try again & you might be approved this time

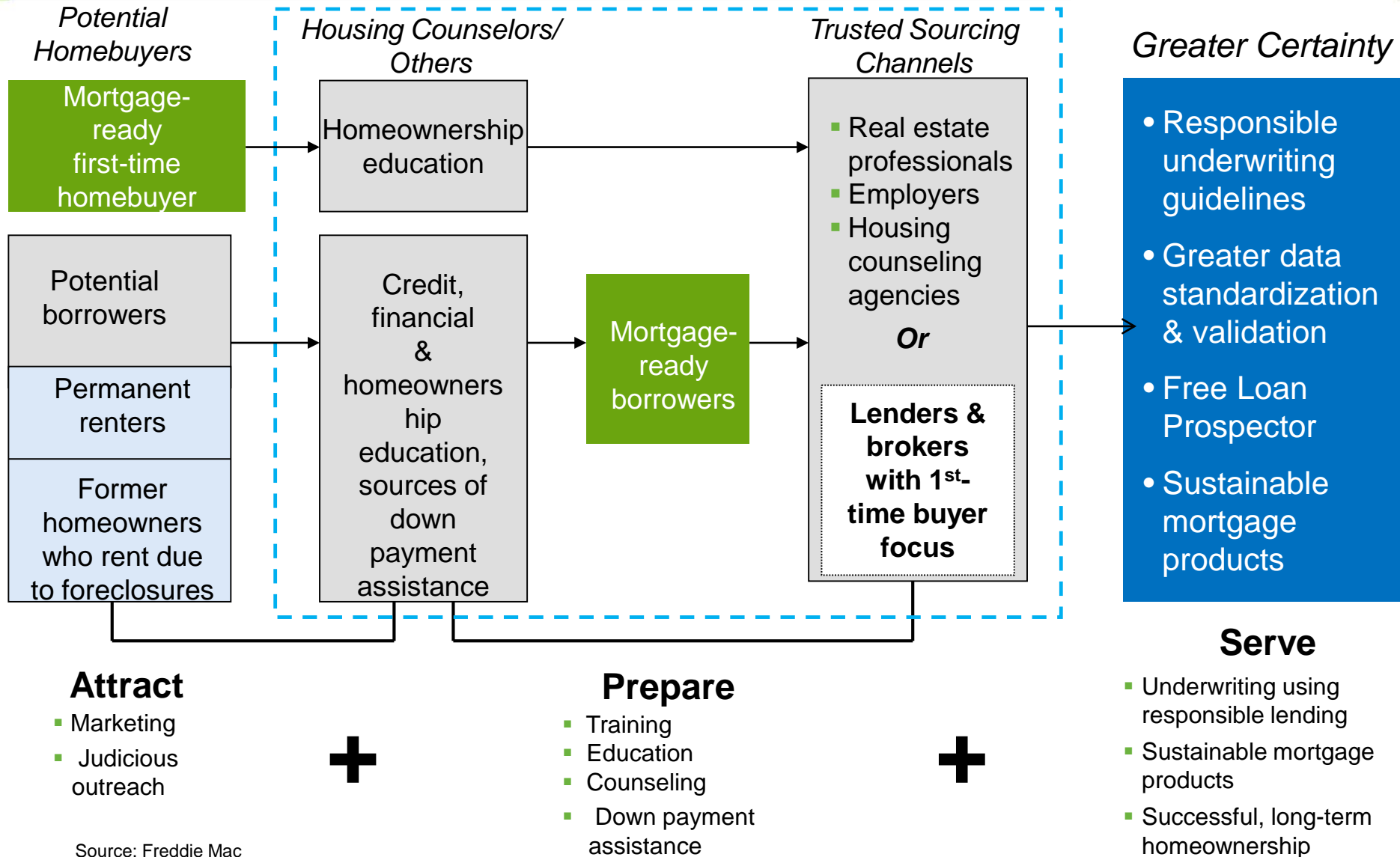
Secret #2: Understand and Use Home Possible® Offerings

Borrower Profile	Key Features	Borrower Benefit
<ul style="list-style-type: none"> • First-time homebuyers • Repeat homebuyers • Residents of underserved areas • New immigrants • Very low-, low-, & moderate-income households 	<ul style="list-style-type: none"> • Maximum LTV/TLTV: <ul style="list-style-type: none"> • Home Possible Advantage® - 97%/105% • Home Possible® - 95%/95% • Eligible income of ≤100% area median income (more in high-cost areas) • No income limit in underserved areas • Temporary subsidy buy-down allowed • HFA AdvantageSM offering 	<ul style="list-style-type: none"> • Low down payment • No minimum borrower contribution of own funds • Flexible down payment & closing cost funding options • No reserves required on 1-unit owner-occupied properties • Education available to borrower for free • Build equity faster than with others' loan

Side-by-Side Comparison

Criteria	Home Possible	Home Possible Advantage
Eligible mortgages	<ul style="list-style-type: none"> • 15-, 20- & 30-year fixed • 5/1, 7/1 & 10/1 CMT- and LIBOR-indexed ARMs • Construction conversion and renovation mortgages 	<ul style="list-style-type: none"> • 15-, 20- & 30-year fixed • Construction conversion & renovation mortgages
Occupancy	Primary residence	Same
Property type	1-4 units: single-family, condos, planned unit developments, manufactured hsg (1-unit only)	1 unit: single-family, condo, planned unit developments
Underwriting method	Loan Prospector® or manual	Same
Other income	Boarder income (1-unit properties) <30% of qualifying income if 12 months' documentation of recent rent payments & continued rental arrangement included	Same
Funding sources for down payment & closing costs	Gifts, grants, Affordable Seconds®	Same

Secret #3: Renew the Lending Ecosystem



Secret #4: Take Advantage of Targeted Resources



A Few of Many

Housing Professionals

Resource Centers



Housing Counselors Resource Center

Want to enhance your role as a trusted nonprofit intermediary for clients who are either preparing to buy a home or trying to avoid foreclosure? Find information for you, print-ready fact sheets for your helpful web links, and more here.

[Learn More](#)



Real Estate Professionals Resource Center - NEW

Looking to expand your business by opening doors for more homebuyers? Find the tools, resources, and information you need to stay current on key housing topics, become a knowledge source, and enhance your role as trusted advisor for both your current and future clients.

[Learn More](#)

Subscription Center



Subscribe to the free *Housing Professionals Outreach News* email subscription service and be the first to find out about Freddie Mac trainings for housing professionals, new or updated policies, and more outreach tools and initiatives, and more.

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Education and Training Tools



Looking for learning opportunities and tools you can use to educate yourself and your clients? Register for our housing professionals-focused webinars, view our videos, and customize and download our consumer-focused presentations and materials.

[Learn More](#)

Purchase Market Resource Center

Grow Your Purchase Market Business



Who's Your Next Homebuyer?

Renters are ready to take the leap to homeownership.

[Learn More](#)

Now is the right time to energize your purchase market efforts. With the Purchase Market Resource Center you have access to the tools and resources you need to learn about Freddie Mac products, reach potential borrowers, and connect with business sources. Take advantage of the information we have gathered here to expand your efforts in reaching homebuyers in today's changing marketplace.



Reach First-Time Homebuyers

Use our marketing tools and educational resources to help show your customers the benefits of responsible homeownership.

[Learn More](#)



Help Homeowners Sell and Buy a Home

Gather tips to share with homeowners on selling an existing home and buying a new one in today's market.

[Learn More](#)



Discover Affordable Lending Opportunities

Explore our affordable lending options to reach

Resources

- Spanish Language Materials
- Freddie Mac Blog
- Training Opportunities
- Single-Family News
- Economic & Housing Research
- Learn about the growth of Hispanic homebuying (PDF)

Real Estate Professionals Resource Center

Looking to expand your business by opening doors for more homebuyers? Bookmark this page to:

- Stay current on key housing topics.
- Be a knowledge source.
- Enhance your role as a trusted advisor for both your current and future clients.

Stand out from the competition!

In the Spotlight



Dispel the myth about 20% down payments and refer clients to sources they may tap to fill a down payment or closing cost gap.

[Learn more](#)

5 Ways to Boost Your Referrals



Utilize our customizable promotional tools, web resources, and Borrower Help Centers to enhance your role as a trusted advisor.

[Learn more](#)

Be a Housing Industry Expert

Networking Events and Trainings

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#housing

Milton Elbogen @NYCREMilton
#US #Housing Market Continues Its Steady Comeback... #RealEstate #residentialproperty
Inkd.in/epwzin

Jenny Bleg @jennyblair
LA seizes tiny houses from homeless people. Mayor's rep says they're "hazardous." & streets aren't?
latimes.com/local/lanow/la-housing

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Renting, Buying & Owning: Let's Get Started

Home is a place to call your own, spend time with your friends and family, and build lasting memories. Whether you rent, own, or plan to buy, we offer the resources to help you make informed decisions and support your success. Because home is a good place to be.

DON'T KNOW WHERE TO START? Let Us Help You.

Which Best Describes Your Situation?

- I'm interested in renting a home
- I'm considering purchasing a home
- I'm a homeowner with questions
- I'm thinking about refinancing
- I want to know more about HARP
- I need help with my mortgage

Freddie Mac Blog

Discussions on owning or renting a home, the housing market and housing finance.

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More than 3.3 Million People Have Saved With HARP. Could you?

Homeownership | Wed, Feb 24, 2016

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If you owe more on your mortgage than your home is worth and haven't refinanced into a lower interest rate yet, then HARP is designed for you. [More](#)

MAKING HOME AFFORDABLE

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Better Business Together

Every Day
in **Every Way**

