

# INDUSTRY INSIGHTS: UNDERSTANDING TODAY'S LANDSCAPE FOR REAL ESTATE PROFESSIONALS

FreddieMac  
Single-Family

## New Insights On Navigating Today's Challenging Landscape

ALL FOR  
HOME

This summary highlights some of the insights gained from over 1,500 real estate professionals across the country underscoring economic factors, learning and networking behaviors, knowledge, opportunities and trends among key homebuyer segments, including first-time and low- to moderate-income homebuyers, veterans and communities of color.

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FULL REPORT



This direct engagement of our industry partners will ultimately help shape and strengthen opportunities to collaborate on valuable and relevant market solutions. My team and I take a strategic approach to engaging with our industry partners. We continue to analyze the survey results with an eye toward living up to our aspiration to be an industry leader and serving as catalysts for positive change.



### Carmen Mercado

Senior Client & Community  
Engagement Manager, Single-Family

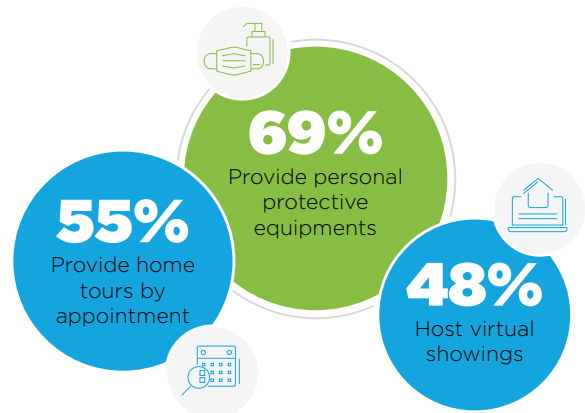
## PRIMARY CHALLENGES FACING RESPONDENTS

One of the major challenges that has always impacted the industry and is continuously being experienced by homebuyers and homeowners is the lack of inventory of homes. Now more than ever, finding homes that fit their price range is keeping homebuyers from finding their dream home.

2 in 3 respondents say clients are holding off on buying and selling:



Adding the impacts of COVID-19 into the mix, the changing landscape is encouraging real estate professionals to think outside the box and change the way they conduct business:



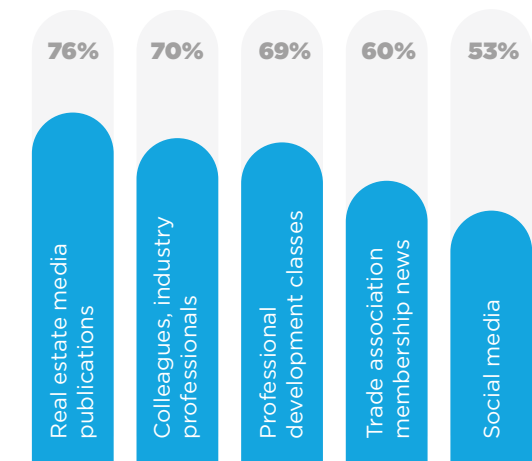
## STAYING UP TO DATE

Providing education on the mortgage process ranked seventh out of a possible nine areas where professionals like you, view yourselves as trusted advisors to clients. It's important to note that 60% of respondents indicated an interest in Freddie Mac coursework devoted to affordable lending products and resources to stay better informed.

To position you as an important guide and educational source for homebuyers, you should leverage:

- [CreditSmart® and CreditSmart® Homebuyer U education courses](#)
- [Real estate professional resource centers](#)
- Training opportunities, including [credit improvement guidance training](#)

Here are the top resources your competitors and peers leverage to stay informed:

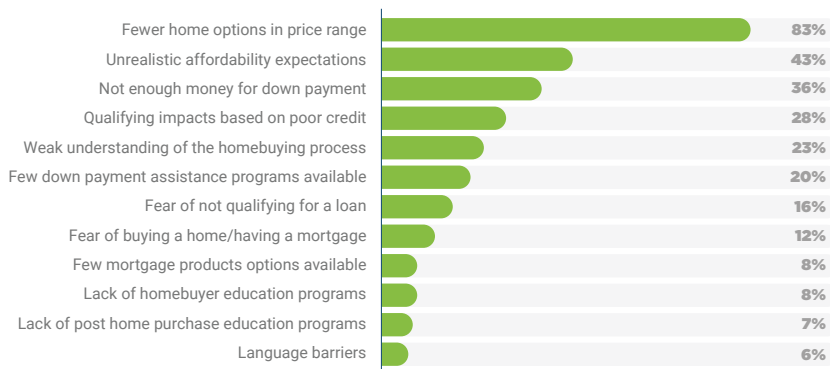


### DID YOU KNOW

90% of your competitors use Facebook to learn what's new in the industry!

Use of social media is the highest among professionals with less than one year of experience

Some of the challenges potential homebuyers face include:

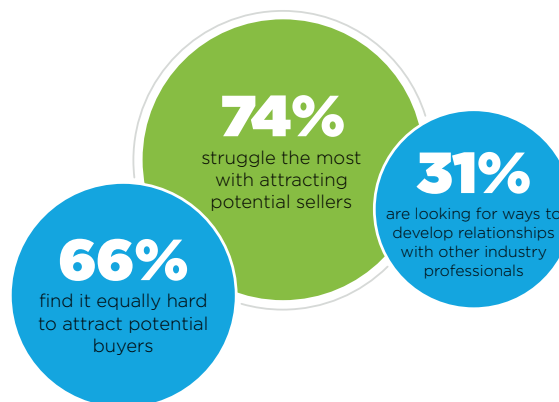


## COMMUNITIES OF COLOR

With a lack of options in the right price point, homebuyers in all communities of color are further inhibited by unrealistic expectations. Veterans, first-time homebuyers, and African Americans and Hispanics are much more likely to struggle with finding homes in their price range.

## CONNECTING WITH CLIENTS AND PEERS

Affordability and supply-and-demand issues are ongoing. However, marketing and networking require additional effort and emphasis for those just starting their careers. Looking at those with less than a year of experience:



### DID YOU KNOW

To date, just 1 in 8 of your peers have partnered with housing counseling or financial coaches

Could this give YOU an advantage?

## WANT TO KNOW MORE?

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Not only do real estate professionals facilitate the purchase of a home, they also act as a trusted advisor. Professionals like you provide valuable feedback to your peers to uncover needs, best practices and insights into the needs and challenges of first-homebuyers and communities of color.