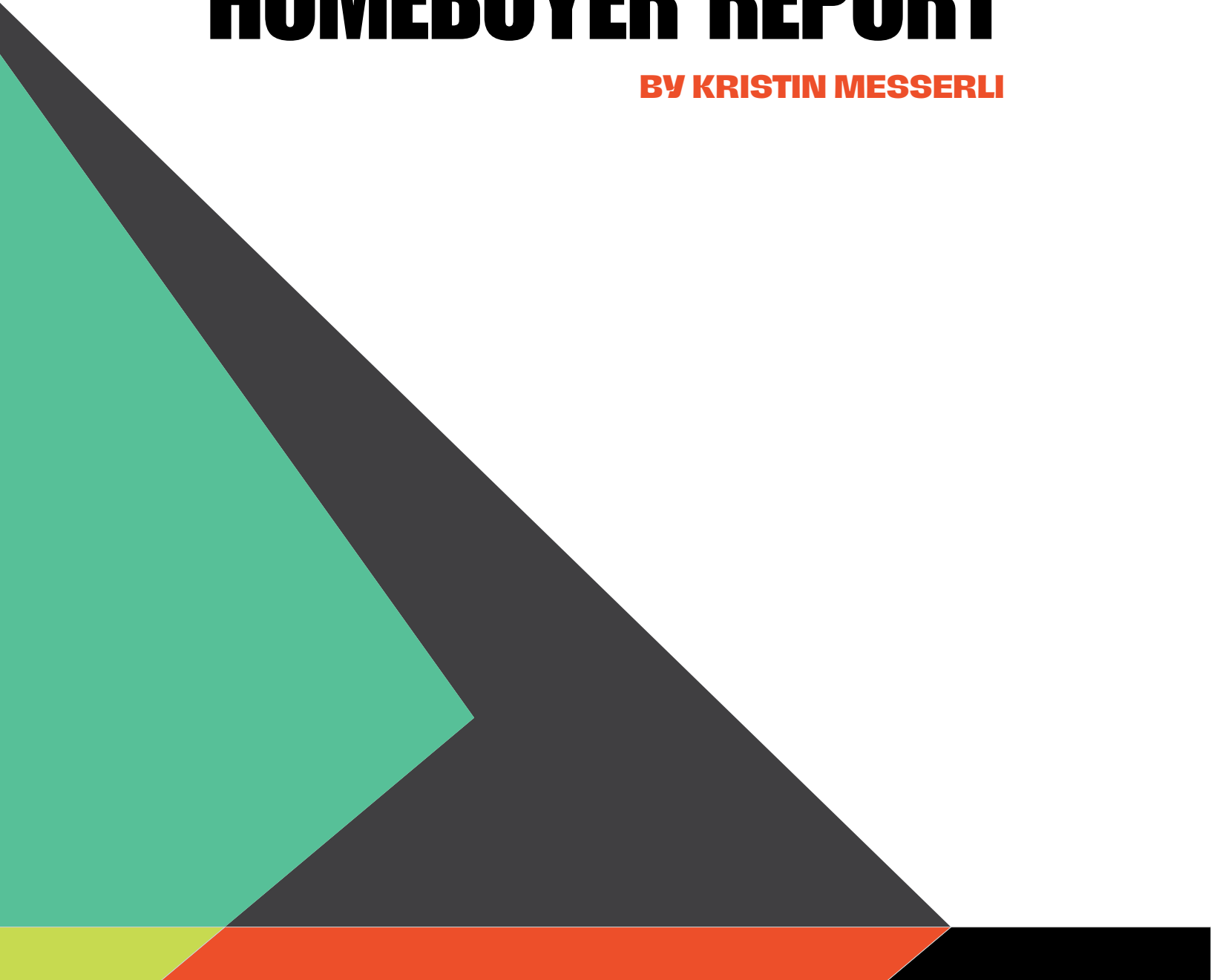


2025 **NEXTGEN** **HOMEBUYER REPORT**

BY KRISTIN MESSERLI



INTRODUCTION

As we release the 2025 NextGen Homebuyer Report, we find ourselves at a pivotal moment in the housing market. Over the past five years, this research has captured the financial realities, aspirations, and challenges of more than 7,000 NextGen homebuyers. This year's report, based on insights from 1,000 respondents aged 18 to 44, highlights emerging trends, affordability strategies, and the evolving role of trust in financial institutions and professionals.

A key takeaway remains constant across years: education and accessibility are critical to closing homeownership gaps. While 95% of respondents share a desire to achieve homeownership, confidence levels, affordability strategies, and trust in professionals reveal ongoing disparities that demand industry attention. Trust in financial institutions and real estate professionals has plummeted, and NextGen buyers are increasingly turning to alternative homebuying strategies, social media, and AI-driven tools to navigate the market.

This report not only reflects current economic and social conditions but also illuminates opportunities for housing professionals, lenders, and policymakers to adapt and innovate. By understanding how NextGen buyers engage with the homebuying process, industry professionals can create more effective strategies to improve financial literacy, rebuild trust, and increase access to homeownership.

Kristin Messerli,
Executive director of FirstHome IQ



ABOUT THIS REPORT

The 2025 NextGen Homebuyer Report is an annual research initiative designed to provide insights into the evolving homeownership landscape for Gen Z and Millennial buyers. Now in its fifth year, this report reflects data from over 7,000 respondents since 2020. The 2025 edition is based on a survey of 1,000 individuals aged 18-44, conducted in partnership with National MI and FirstHome IQ, two organizations dedicated to expanding homeownership accessibility through financial education and lending solutions.

OUR SPONSORS



National Mortgage Insurance Corporation (National MI) is a private mortgage insurance company committed to enabling low down payment borrowers to achieve homeownership while protecting lenders and investors. National MI takes a straightforward approach to both products and practices to ensure lenders' confidence in the loans they place with us.

Learn more at NationalMI.com.



FirstHome IQ is a nonprofit organization focused on financial literacy and homebuyer education for the next generation. FirstHome IQ offers an Ambassador Program for loan officers and real estate agents to access a library of education materials and strategies to reach the next generation.

Learn more at FirstHomeIQ.com.

BACKGROUND & METHODOLOGY

The NextGen Homebuyer Report was initiated in 2020 to address the growing need for insights into the behaviors and preferences of younger generations of homebuyers. Over the past five years, this research initiative has collected data from over 7,000 individuals, offering a rich longitudinal perspective on trends in financial readiness, attitudes toward homeownership, and information-seeking behaviors.

For the 2025 report, a survey was conducted in partnership with National MI, gathering responses from 1,000 participants aged 18 to 44. Respondents were segmented into three groups: Gen Z (18-24), Younger Millennials (25-34), and Older Millennials (35-44). The survey aimed to capture a diverse and representative sample by race, income, and gender, with 52% of respondents identifying as female and 48% as male. The sample reflects current population demographics to ensure the findings are applicable across varied communities.

SURVEY DESIGN

The survey featured a mix of quantitative and qualitative questions, focusing on:

- Financial health, including savings, debt, and stress levels
- Homeownership aspirations, confidence, and perceived barriers
- Trust in financial professionals and institutions
- Preferred channels for learning about homebuying and financial literacy

Respondents shared their experiences and perspectives on key topics such as affordability challenges, strategies for achieving homeownership, and the effectiveness of educational content. The data was analyzed to identify generational differences, highlight significant trends, and uncover actionable insights for industry professionals.

2025 NEXTGEN HOMEBUYER REPORT

TOP INSIGHTS

BY KRISTIN MESSERLI

1

Social Media and AI Are Emerging as Key Information Sources – 40% of Gen Z use social media for homebuying research, compared to 30% of Millennials. 35% of all respondents use ChatGPT or AI tools for information, with Gen Z leading at 43%.

2

Homeownership is Still an Aspirational Goal – Nearly 60% of NextGen buyers still see homeownership as attainable, though Gen Z (56%) is less optimistic than Millennials (61%). However, 59% believe it's currently not a good time to buy.

3

YouTube is the Most Used Educational Platform for Homebuying – 66% use YouTube for homebuying education, making it the top educational source, followed by online courses/webinars (42%) and podcasts (35%).

4

Trust in Financial Institutions and Professionals is Plummeting – Trust in banks dropped from 61.5% in 2024 to just 40% in 2025, and loan officers saw trust fall to 19.5%.

5

Affordability Concerns Are Driving Alternative Homebuying Strategies – Nearly 69% cite high cost of living as a barrier to homeownership, leading to a rise in co-buying (21%), house hacking (19%), and fixer-upper purchases (42%) as affordability strategies.

6

Gen Z is More Open to Non-Traditional Homebuying Strategies – 32% of Gen Z are considering co-buying (vs. 18% of Millennials), and they are more likely to rent out parts of their home (23% vs. 17%).

7

Financial Stress is Declining but Still High – While financial stress is improving (26% report being "very stressed" vs. 33% last year), over 66% still report some level of financial stress, with high cost of living (63%) and unexpected expenses (42%) as the biggest challenges.

8

Gen Z Struggles More with Financial Confidence – Only 43% of Gen Z feel confident in their personal finance knowledge compared to 53% of Millennials, with women reporting even lower confidence levels (38%) than men (47%).

9

Financial Literacy is Lacking in Schools – Over half of NextGen (53%) said personal financial education was not taught in school with an additional 29% indicating it was optional or a short lesson.

10

Real Estate Agents Remain the First Contact for Homebuyers, but Financial Advisors Are Gaining Influence – 43% of Millennials would turn to a real estate agent first, but Gen Z is more likely to seek advice from a financial advisor (36%) than Millennials (25%). Mortgage brokers remain the least likely first contact for both groups.

Visit NextGenHomebuyer.com or NationalMI.com/NextGen-Resources to download the report, slides, and resources.

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Financial Situation.

Income trends, debt challenges, and savings habits shaping their path to homeownership.

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3

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Buyer sentiment, trust in financial and real estate professionals, and what influences their confidence.

4

Information Access.

How they research homeownership, their preferred sources of information, and the role of digital tools.

5

Demographic Spotlight.

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SECTION 1:

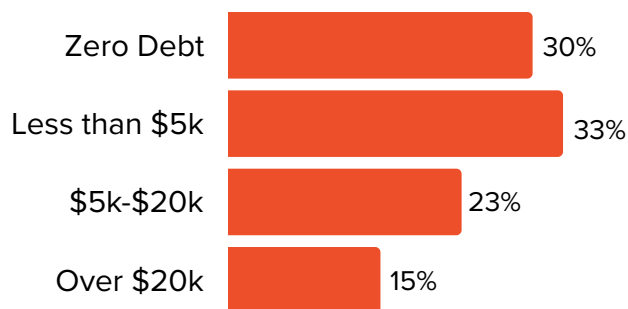
FINANCIAL SITUATION

This section explores the financial realities of NextGen consumers, including their savings habits, debt levels, financial stress, and key challenges impacting their ability to buy a home.

While financial confidence is improving, **affordability remains a major barrier**, with the cost of living (63%) and low income (46%) topping the list of concerns. Loan officers and industry professionals can use these insights to tailor solutions that address the specific needs of Millennial and Gen Z buyers.

DEBT

While 30% of respondents reported being debt-free, the majority face some level of financial obligation. 37% carry debts ranging from \$5,000 to over \$20,000, with **credit cards (50.7%)**, **student loans (24%)**, and **car loans (22%)** being the most common forms of debt.

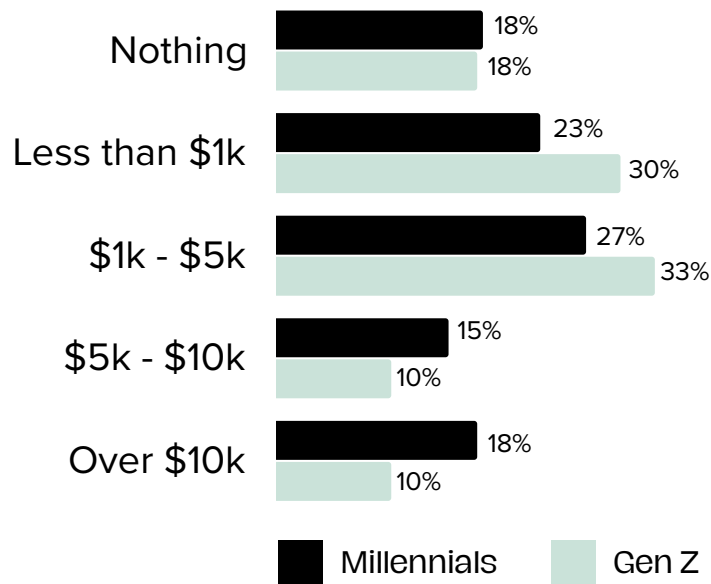


DEBT TYPE	PERCENTAGE DEBT
CREDIT CARD	35.9%
STUDENT LOANS	16.9%
CAR LOAN	15.5%
MORTGAGE	15.5%
MEDICAL	12%

SAVINGS

This year's survey revealed that emergency funds (52%) remain the top savings priority for NextGen buyers, followed by retirement (30%) and down payments (29%). Notably, Gen Z respondents are demonstrating **forward-thinking financial planning** despite lower income levels, with 33% prioritizing down payment savings compared to 27% of Millennials.

EMERGENCY SAVINGS



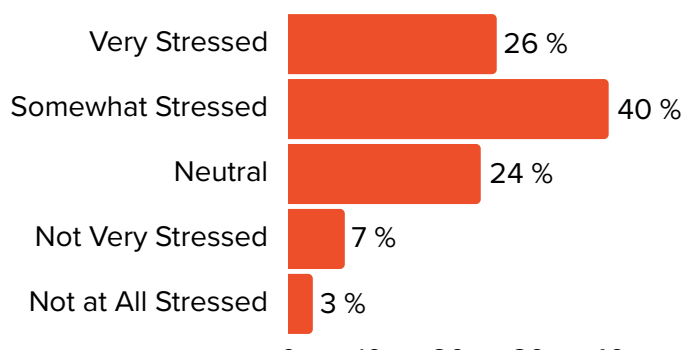
One-fifth of respondents reported having **no emergency savings**, with 24% holding less than \$1,000.

Millennials demonstrated **greater financial preparedness**, with 17.5% reporting savings of more than \$10,000, compared to just 10% of Gen Z respondents.

FINANCIAL STRESS AND INCOME CHALLENGES

- **Stress Levels:** 26% of respondents reported feeling very stressed about their finances, down from 33% last year. However, 66% still experience some degree of financial stress.
- **Income Challenges:** Low income was cited as a barrier to financial stability by 46.5% of respondents, with Gen Z disproportionately impacted (56%) compared to Millennials (44%).

Financial Stress is Improving, But Still High

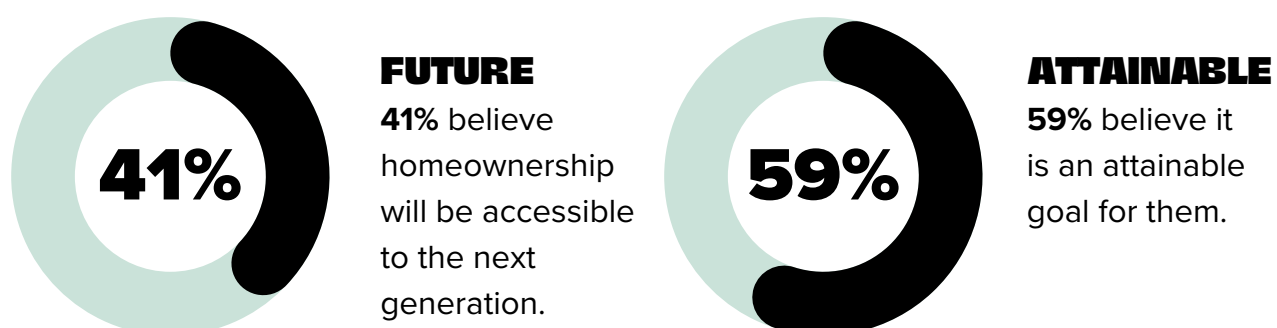


26% of NextGen consumers report being very stressed about finances – a decrease from 33% last year.

SECTION 2:

HOMEBUYING PERSPECTIVES

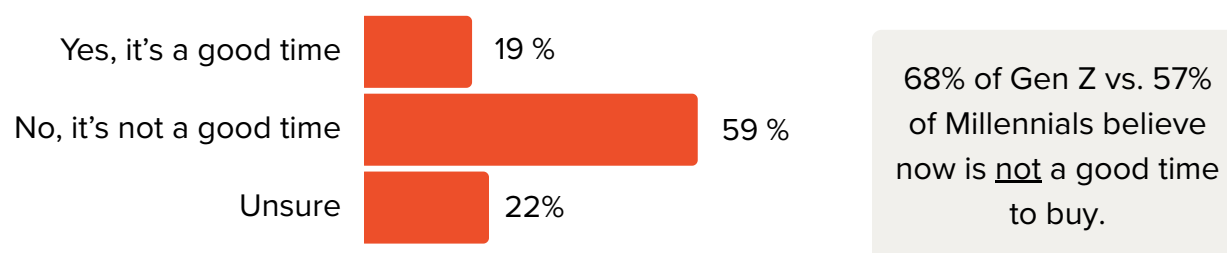
Homeownership remains a goal for most NextGen buyers, yet affordability challenges and market uncertainty continue to shape their journey. While **nearly 60% still believe homeownership is attainable**, over half (59%) feel it's not a good time to buy. **Many are turning to alternative strategies** like fixer-uppers (42%), co-buying (21%), and house hacking (19%) to make homeownership possible.



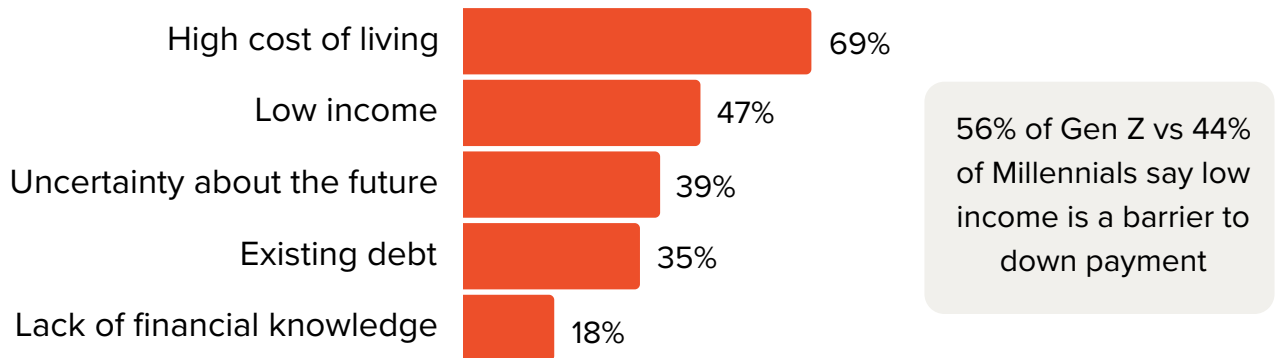
MARKET PERCEPTIONS

Despite high interest rates and market uncertainty, 41% of respondents believe homeownership will be accessible to the next generation. This optimism is notably higher among Black and Latino respondents (59% and 43% respectively) compared to non-Hispanic Whites (34%). However, respondents don't feel now is a good time to buy a home.

Only 19% believe now is a good time to buy a home

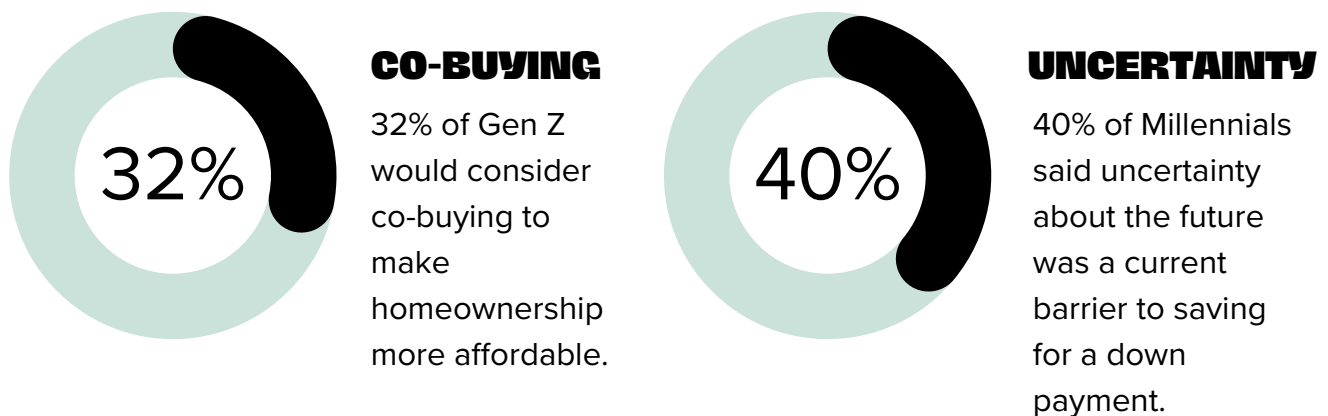


BARRIERS TO SAVING FOR A DOWN PAYMENT



AFFORDABILITY & PREFERENCES

The survey indicated a shift in housing preferences, with 47% of respondents willing to compromise on size for location and 38% prioritizing proximity to employment opportunities. Additionally, 35% of NextGen buyers expressed interest in properties with income potential, reflecting their pragmatic approach to homeownership in challenging market conditions.

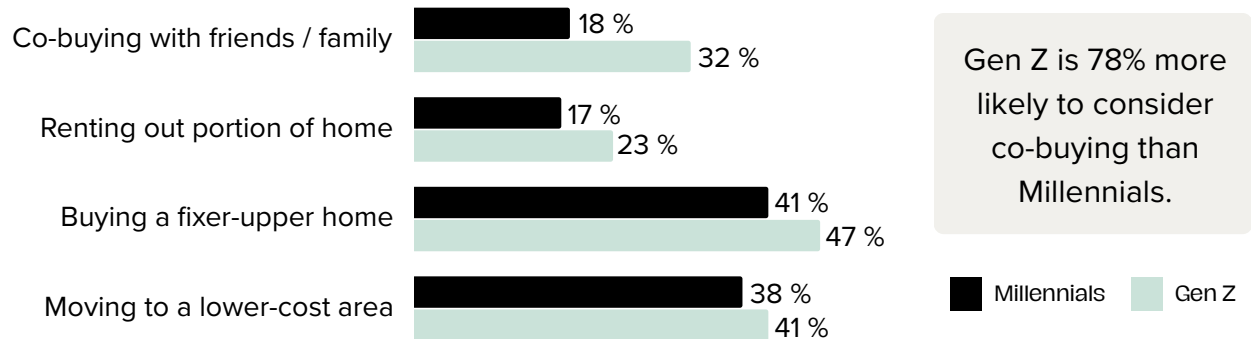


Affordability Strategies

- Fixer-uppers (42%) and co-buying (21%) are growing in popularity
- Renting out portions of their homes (18.6%) is becoming a viable strategy
- Gen Z is 78% more likely to consider co-buying than Millennials

NEXTGEN

Housing Strategies to Make Homeownership More Affordable

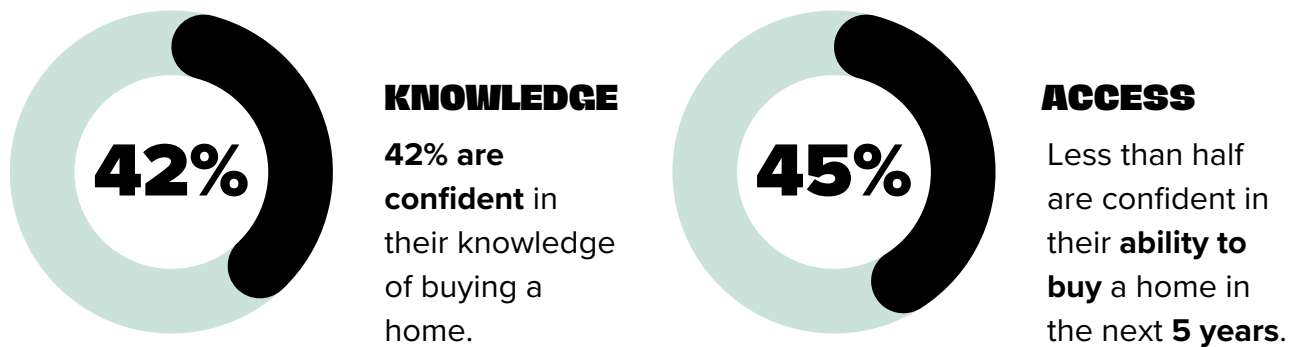


Based on this study, there is a clear shift in how younger generations are approaching homeownership affordability. Gen Z is embracing alternative strategies more enthusiastically than their Millennial counterparts, with a notable 78% higher likelihood of considering co-buying (32% vs 18% for Millennials). They're also more inclined to rent out portions of their homes (23% vs 17%) and slightly more likely to move to lower-cost areas (41% vs 38%).

These trends highlight how high costs of living and housing affordability challenges are forcing NextGen buyers to get creative, moving away from traditional solo homebuying toward collaborative approaches and income-generating property strategies. This shift reflects both necessity and a pragmatic adaptation to current market conditions, with younger buyers finding innovative ways to achieve homeownership despite significant financial barriers.

SECTION 3: TRUST & CONFIDENCE

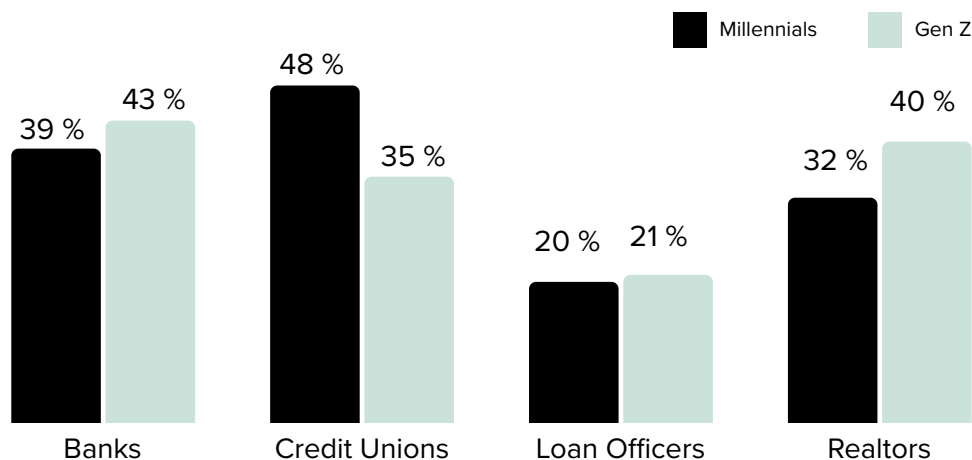
Trust in financial institutions and real estate professionals is at an **all-time low**, with trust in loan officers dropping to just **19.5%** and bank trust falling **from 61.5% to 40% in one year**. Meanwhile, confidence in financial and homebuying knowledge varies significantly. This section uncovers the need for rebuilding trust and empowering buyers.



Distrust in housing and financial institutions remains high among NextGen buyers, with Gen Z showing even greater skepticism than Millennials in some areas.

NEXTGEN

Distrust Across Housing & Finance



THE ROOTS OF DISTRUST

The dramatic decline in trust among NextGen homebuyers is part of a broader societal trend of institutional skepticism. Since our first NextGen Homebuyer Report in 2020, we've tracked a consistent narrative of eroding confidence. In 2021, two in three NextGen respondents viewed lenders as untrustworthy or unreliable—initiating a continuous research effort that would validate and track this trend of declining trust.

Declining Confidence. Over the past year, trust in financial institutions has plummeted from 61.5% in 2024 to just 40% in 2025, with loan officers experiencing an even more precipitous decline to 19.5%. This mirrors findings from the Edelman Trust Barometer, which has documented a systematic breakdown of trust across multiple sectors. In their 2024 global report, institutions like healthcare, media, and technology have all experienced similar erosion, suggesting that NextGen buyers are part of a broader cultural shift.

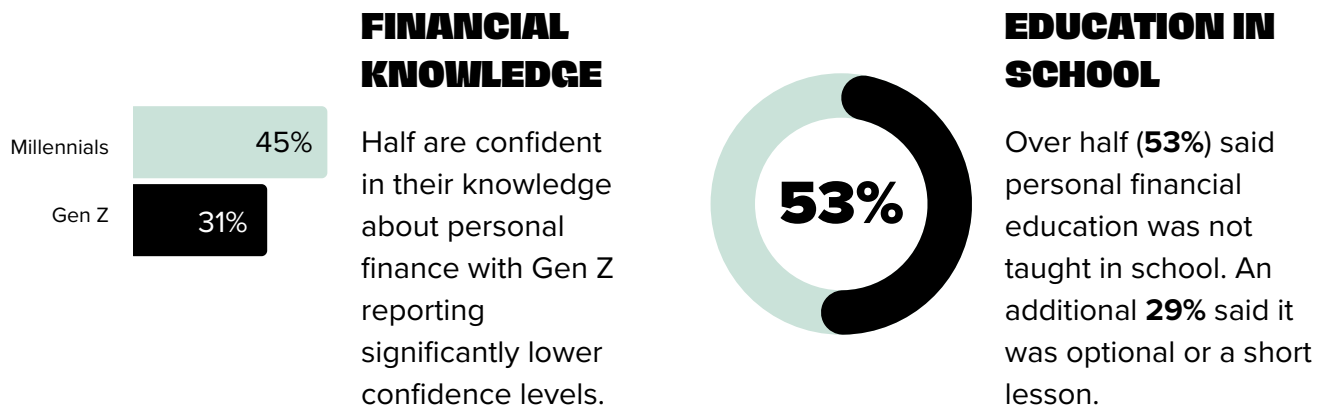
A Generation Shaped by Economic Crises. The roots of this distrust are multifaceted. Millennials and Gen Z have come of age during multiple economic disruptions—the 2008 financial crisis, the COVID-19 pandemic, rapid technological changes, and ongoing economic uncertainty. They've witnessed systemic failures, corporate misconduct, and a growing awareness of structural inequities. The financial industry, in particular, has struggled to rebuild credibility after the 2008 recession, with younger generations inheriting a legacy of financial trauma. This issue is especially critical as over half of Gen Z are people of color, making systemic economic challenges a reality for the majority of this emerging generation.

How This Trust Deficit Is Reshaping Buyer Behavior. This loss of trust manifests in tangible ways. Only 20% of respondents trust loan officers to help them make smart mortgage decisions, while just 33% believe Realtors can provide reliable guidance. These numbers may represent a fundamental reshaping of how NextGen buyers approach financial decisions. They are more likely to seek information through peer networks, social media, and AI tools, in addition to traditional professional advice channels.

The Opportunity to Rebuild Trust. For housing and financial professionals, this trust deficit presents both a challenge and an opportunity. Rebuilding trust will require unprecedented levels of transparency, personalized communication, and commitment to the financial well-being of NextGen buyers. The path forward demands more than marketing—it requires a fundamental realignment of professional practices to meet the expectations of a generation that values authenticity, accessibility, and genuine financial empowerment.

FINANCIAL EDUCATION AND LITERACY

Over half (53%) of respondents reported receiving no formal financial education in school, with an additional 29% indicating that their financial education was optional or limited to a short lesson. This lack of formal education contributes to knowledge gaps and confidence issues, particularly among Gen Z and women.

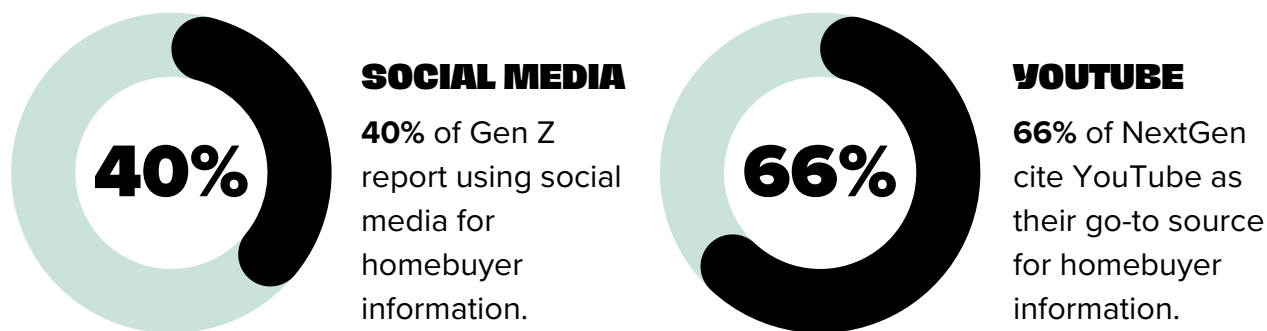


A Systemic Failure. The financial education industry represents a unique example of a systemic failure with far-reaching consequences for NextGen economic empowerment. While technology and communication have transformed virtually every aspect of learning and information access, financial literacy remains largely unchanged—stuck in an outdated model that fails to serve modern consumers. With over half of respondents reporting no formal financial education in school, young adults are entering complex financial landscapes fundamentally unprepared. This educational deficit disproportionately impacts Gen Z and women, who already report lower levels of financial confidence.

Closing the Knowledge Gap. The implications extend beyond individual challenges, potentially perpetuating broader economic inequities. When personal finance remains an afterthought in educational curricula, we create generations of learners who must cobble together information through fragmented, often unreliable sources, to make crucial life decisions from student loan debt to housing. The 82% who receive minimal to no formal financial education highlights an urgent need for comprehensive financial literacy programs that can bridge these critical knowledge gaps and empower young people to make informed financial decisions.

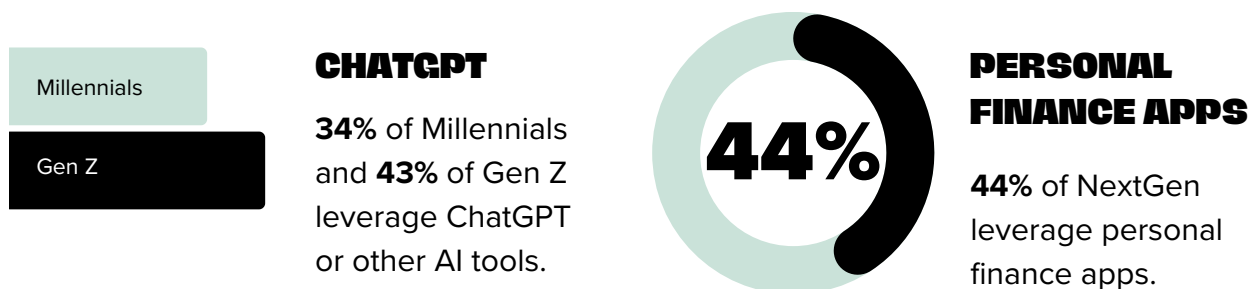
SECTION 4: INFORMATION ACCESS

The way NextGen buyers learn about homeownership is evolving, with **social media** (40% of Gen Z), **AI tools** (43% of Gen Z), and **YouTube** (66% of all respondents) playing a major role in their research process. This section examines where buyers are getting their information and how industry professionals can meet them where they are.



Digital and Social Media Sources:

- **YouTube:** 66% of respondents use YouTube for homebuying education, with Gen Z (74%) more likely than Millennials (64%) to rely on this platform
- **Social Media Preferences:** Gen Z prefers Instagram (46%) and TikTok (46%), while Millennials favor Facebook (46%)
- **AI and ChatGPT:** 35% of respondents use AI tools for information gathering, with Gen Z (43%) significantly more likely than Millennials (34%) to leverage these technologies



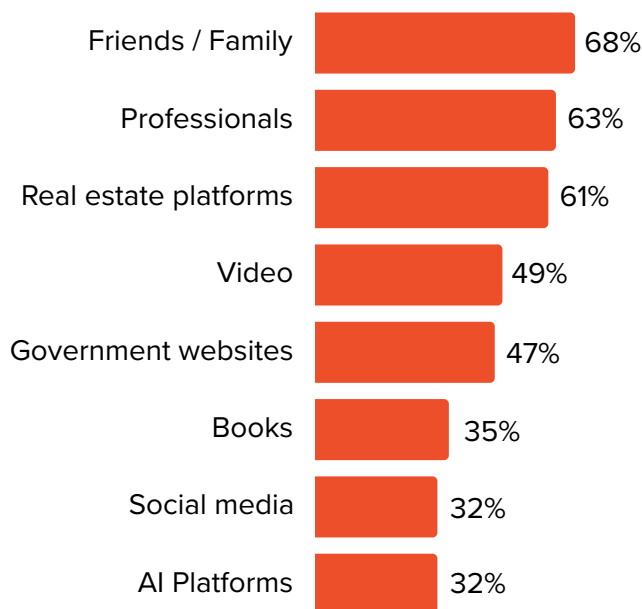
AI'S ROLE IN NEXTGEN HOMEBUYING

AI-Powered Decision-Making. The rise of AI tools represents a transformative shift in how NextGen buyers approach information gathering and decision-making. With 35% of respondents already using AI tools for research, and Gen Z leading the charge at 43%, these technologies are rapidly becoming integral to the homebuying journey. Platforms like ChatGPT offer an accessible, instantaneous way to navigate complex financial information, providing personalized insights that traditional resources cannot match. This digital-first approach reflects a broader trend of technological empowerment, where AI serves as a democratizing force in financial education.

Simplifying Financial Education. Navigating financial education has historically been a maze of complexity and overwhelming detail. AI tools now offer a personalized, streamlined approach to research, transforming how the next generation seeks and processes critical homebuying insights. These technologies cut through information noise, providing targeted, digestible guidance that simplifies complex financial decisions. Housing and financial professionals must recognize this shift, understanding that AI is not just a supplementary tool, but increasingly a first point of contact for information-seeking buyers.

WHERE NEXTGEN SEARCH FOR INFORMATION ABOUT HOMEBUYING

Despite the digital shift, friends and family (68%) remain the most trusted source of homebuying information, followed by real estate professionals (63%). This highlights the continued importance of personal connections and expert advice in the decision-making process.



> **BY GENERATION**

40% of Gen Z vs. 30% of Millennials reported using social media for homebuyer information.

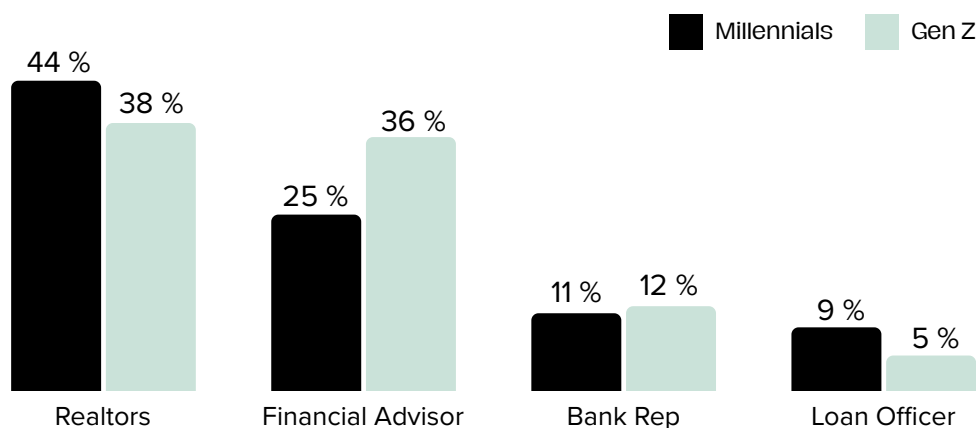
> **BY RACE**

Black respondents were significantly less likely than White, non-Hispanics to cite friends and family (59% vs. 71%) or professionals (57% vs 66%) as resources in the homebuying process.

> **BY GENDER**

Women were more likely to leverage real estate platforms like Zillow and Redfin than men (65% vs 58%).

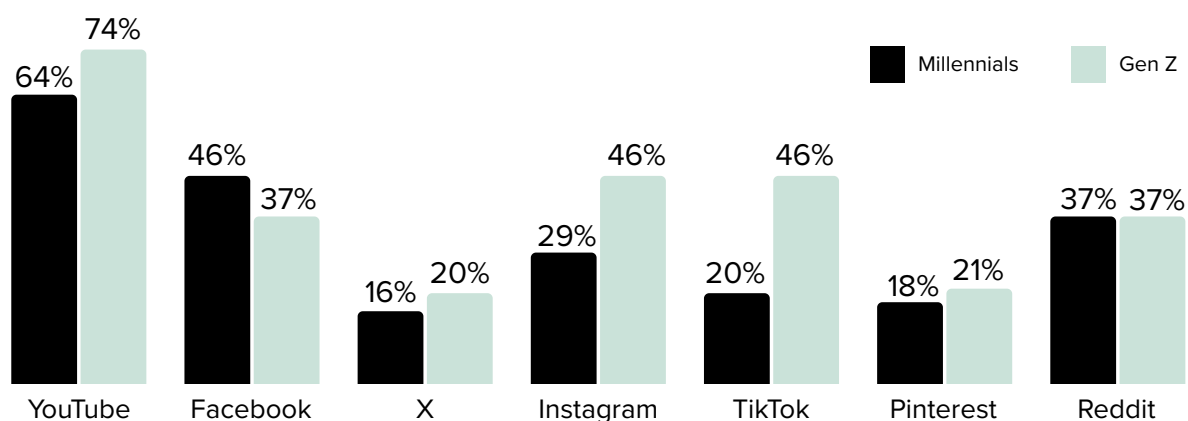
If you were to buy a house today, who would you turn to first for guidance?



With Gen Z more likely to turn to financial advisors than loan officers, lenders and real estate professionals should focus on **building trust and financial education early** in the process. Strengthening partnerships between loan officers and financial advisors could help bridge this gap and position lending professionals as key resources. Additionally, given that Realtors remain the first point of contact for most buyers, **collaboration** between lenders and agents is still essential to providing seamless guidance and support throughout the homebuying journey.

SOCIAL MEDIA PLATFORMS FOR GUIDANCE

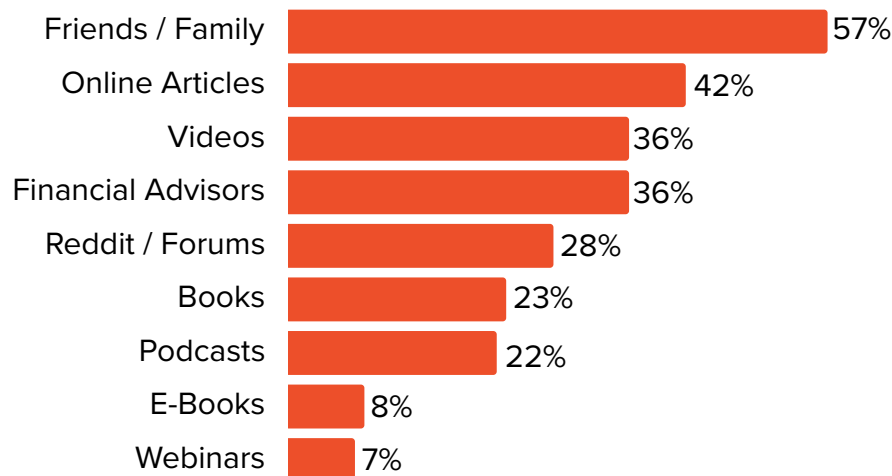
Social media has become a key resource for financial and homebuying education, with platforms like YouTube (74% of Gen Z, 64% of Millennials) leading the way. These trends highlight the need for housing professionals to engage with NextGen buyers through **visually engaging, easily digestible content** on the platforms they trust most.



EDUCATIONAL CONTENT PREFERENCES

With **57%** of respondents relying on friends and family for financial and homebuying education, industry professionals should focus on **creating trusted, shareable content** that can be easily discussed within personal networks. Online articles (42%) and videos (36%) remain key educational formats, highlighting the importance of **clear, engaging, and accessible digital content**. Meanwhile, Reddit and forums (28%) remain significant learning hubs, suggesting that professionals should engage in online discussions to provide credible guidance. Webinars (7%) and e-books (8%) rank the lowest, indicating that **interactive or long-form content may need to be restructured into more digestible formats** to meet the learning preferences of NextGen buyers.

“What type of content has been most helpful to you in learning about financial or homebuying education?”



SPOTLIGHT: DEMOGRAPHIC DISPARITIES IN HOMEOWNERSHIP

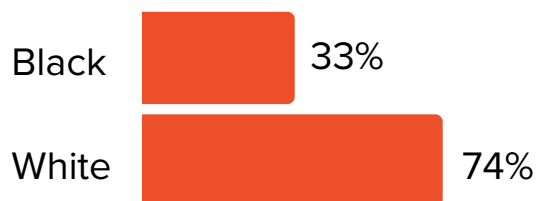
Persistent gaps in homeownership rates across racial, ethnic, and gender lines highlight the need for targeted solutions. While Latino and Black homeownership rates have seen growth, they remain significantly lower than those of non-Hispanic White households. Women, despite being a major force in the housing market, face unique financial and confidence-related barriers.

These disparities stem from historical and systemic challenges, as well as evolving economic conditions. Understanding these trends is critical to addressing the structural barriers that continue to limit access to homeownership for underrepresented groups. The following spotlights explore key findings from our research on Black, Latino, and Women homebuyers.

BLACK HOMEOWNERSHIP

Despite the considerable homeownership gap, Black respondents demonstrate notably higher optimism about homeownership accessibility (59% compared to 34% for non-Hispanic Whites) and stronger belief in its attainability as a personal goal (67% versus 58%). While more research is needed to validate these findings, this data suggests that Black respondents may perceive homeownership as a crucial pathway to financial stability and generational wealth, despite systemic barriers.

THE GAP



OPTIMISM

> ACCESSIBILITY

59% said homeownership was within reach for the next generation (vs 34% Non-Hispanic White).

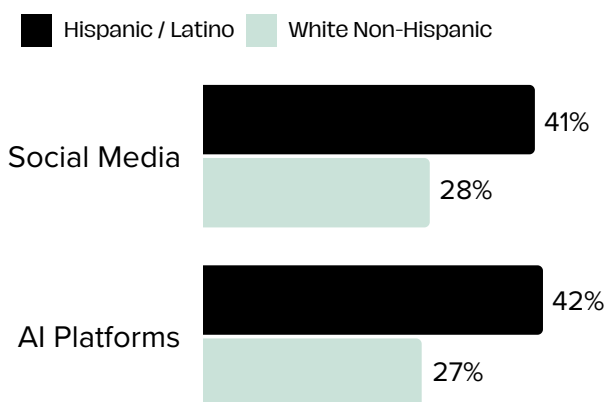
> ATTAINABILITY

67% believe it is an attainable goal for them (vs 58% Non-Hispanic White).

LATINO HOMEOWNERSHIP

Latino homeownership shows important progress at 49.5% in 2023, though a substantial gap remains compared to non-Hispanic White households at 73%. This survey highlights NextGen Latinos' adaptability through alternative pathways to homeownership, including co-buying properties and renting out rooms to manage costs. Latino respondents demonstrate greater optimism about future homeownership accessibility (43%) than non-Hispanic Whites (34%), and are also more engaged with information sources like social media (41% vs 28%) and AI platforms (42% vs 27%).

INFORMATION ACCESS



> **AFFORDABILITY STRATEGIES**

Latinos are more likely to co-buy, rent out a room, or move to lower-cost areas to achieve homeownership.

> **OPTIMISM**

43% believe homeownership will be accessible for the next generation (vs. 34% non-Hispanic Whites), and 23% say now is a good time to buy (vs. 14% non-Hispanic Whites).

RACIAL DISPARITIES IN HOMEOWNERSHIP, TRUST, AND INFORMATION ACCESS

Black and Latino NextGen buyers face significant challenges in their homebuying journeys, stemming from both lower levels of trust in financial institutions and limited access to reliable information and professional guidance. These interconnected barriers reflect historical patterns of exclusion and continue to shape homeownership disparities today.

Continue on next page.

For Black Millennials, these disparities are particularly stark. According to [Redfin](#), only 33% of Black Millennials own homes compared to 65% of White Millennials—the largest racial homeownership gap among any generation. Yet despite significant barriers, Black respondents show remarkable resilience and optimism, with 59% expressing optimism about homeownership accessibility compared to just 34% of non-Hispanic Whites in our study. While more research is needed to fully understand this disconnect between current barriers and future optimism, these findings suggest potential opportunities for engagement even as decades of redlining, discriminatory lending, and racial wealth disparities have left many Black and Latino buyers feeling disconnected from traditional homebuying support systems.

Limited Information Networks. This distrust directly impacts how NextGen buyers access homebuying information. Black NextGen homebuyers report lower reliance on friends and family networks for guidance, reflecting several interconnected factors: lower historical homeownership rates mean fewer family members with firsthand experience to share; limited intergenerational wealth transfer has restricted both financial resources and knowledge transmission; and different patterns of community information sharing may emphasize informal financial strategies over formal homeownership pathways.

Reluctance to Seek Professional Guidance. The resulting information gap is further compounded by hesitancy to engage with housing professionals. Both Black and Latino NextGen buyers are less likely to seek guidance from housing professionals (57% each, compared to 66% of White, non-Hispanic respondents). This reluctance may stem from negative past experiences, underrepresentation of minorities in the housing profession, or concerns about potential discrimination. Research confirms that minority homebuyers often experience differential treatment, including being shown fewer properties and offered less favorable terms.

Closing the Gap. Addressing these interrelated disparities requires a comprehensive approach. The housing industry must take deliberate steps to increase representation, improve transparency, and prioritize culturally relevant outreach. Rebuilding trust demands culturally competent financial education, expanded access to affordable credit, and intentional efforts to bridge the gap between financial institutions and communities of color. By acknowledging and addressing both the trust deficit and information gap simultaneously, the industry can create a more inclusive and equitable path to homeownership for the next generation.

WOMEN IN HOMEOWNERSHIP

Despite women's active participation in homebuying, a notable confidence gap exists between women (38%) and men (47%) regarding their knowledge of the homebuying process. Women exhibit more thorough information-seeking behaviors, with higher utilization of real estate platforms like Zillow and Redfin (65% vs 58%) and a stronger tendency to consult professional advisors first (67% vs 58%). This data suggests that while women may express less confidence, they are potentially making more informed homebuying decisions through greater reliance on established resources and expert guidance.

CONFIDENCE in knowledge of homebuying



> AFFORDABILITY CHALLENGES

Despite high homebuying rates, women remain much less confident in their knowledge and ability to buy a home (38% vs 47%).

> INFORMATION SOURCES

More women rely on real estate platforms like Zillow and Redfin for information (65% vs. 58% of men) and are more likely to reach out for professional advice first (67% vs 58% of men).

GENDER DIFFERENCES IN FINANCIAL CONFIDENCE

Single women make up the second-largest cohort of homebuyers, purchasing homes at nearly twice the rate of single men (NAR, 2024). Yet, they face persistent barriers such as the gender pay gap and higher debt burdens, making it harder to afford and sustain homeownership. Our research finds that women report significantly lower confidence levels (38%) than men (47%) in homebuying knowledge, underscoring the need for targeted support and resources to bridge this confidence gap.

Continue on next page.

The Gender Confidence Gap. The confidence gap between men and women emerges as a persistent theme across financial domains, not limited to homebuying knowledge alone. The 2024 Psychology of Money Report revealed striking disparities in financial outlook between genders, with men being 63% more likely to express optimism about their finances compared to women. This optimism extends to self-efficacy as well—men are 24% more likely to believe they can achieve their financial goals. These confidence differences manifest despite research showing that women often demonstrate equal or better financial management skills in practice.

The Significance of Research and Strategy. This confidence gap likely contributes to different approaches to the homebuying process. While women display lower confidence, they adopt more thorough research strategies, being more likely to leverage real estate platforms (65% vs. 58% of men) and to seek professional advice (67% vs. 58% of men). This pattern suggests that women may compensate for perceived knowledge gaps through more comprehensive information gathering.

For housing professionals, recognizing this confidence disparity presents an opportunity to develop educational content and advising approaches that specifically address women's concerns while acknowledging their strengths in financial decision-making. By building confidence through targeted education and supportive guidance, professionals can help close the gender confidence gap and empower women in their homebuying journeys.

CONCLUSION AND ACTIONABLE INSIGHTS

The 2025 NextGen Homebuyer Report highlights key challenges and opportunities that housing professionals must address to better serve younger homebuyers. By understanding these insights, industry professionals can take the following actions to foster financial confidence and homeownership accessibility:

Expand Financial Literacy Initiatives. With over half of respondents lacking confidence in their financial knowledge, targeted education initiatives are critical. Loan officers and housing professionals should prioritize accessible, engaging content tailored to generational preferences.

Rebuild Trust in Financial Institutions. Declining trust in banks, lenders, and real estate professionals indicates an urgent need for greater transparency and personalized guidance. Financial professionals should focus on relationship-building and consumer empowerment.

Leverage Emerging Platforms for Education and Engagement. The increasing reliance on social media, AI tools, and online education presents a significant opportunity to reach younger buyers. Housing professionals should invest in digital strategies to meet NextGen buyers where they seek information.

Support Alternative Homebuying Strategies. Many young buyers are exploring non-traditional approaches, such as co-buying and house hacking, to overcome affordability barriers. Industry professionals should provide education and financing options that align with these evolving trends.

Prioritize Equity and Inclusion in Housing Policies. The disparities in homeownership across racial, ethnic, and gender lines underscore the need for targeted solutions. Policymakers and industry leaders should support programs that increase access to homeownership for historically marginalized groups.

By addressing these priorities, the housing industry can better meet the needs of the next generation of buyers, fostering a more inclusive and accessible path to homeownership.

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