

Under Pressure: Navigating the Anxiety of Buying a Home

Delaware and Greater Philadelphia region homeowners and homebuyers age 18-55 are confident about buying a home but are anxious about the homebuying process. Sixty-four percent of them find getting married less stressful than buying a home!

No sweat



Of young Millennials are confident they know what to do to get a mortgage



Of everyone polled felt confident they know what to do to get a mortgage

Feeling the heat

Even those expressing confidence feel anxiety over

1. Locating the right house at the right price.
2. Finding the right financing.
3. Putting down payment funds together.

High-Touch = Less Stress

When it's time to choose and work with their lender:

85% Prefer a person to guide them through each step of the mortgage process

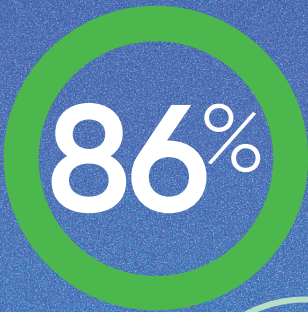
76% Want the option to complete their mortgage online with dedicated help

Of tech-savvy buyers want more human interaction

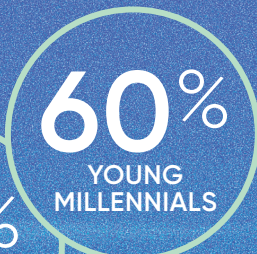
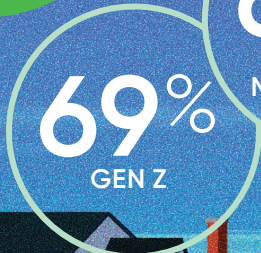


Younger buyers are more likely to seek one-on-one homebuying advice, with more than three quarters of both Gen Zers and young Millennials preferring in-person help.

Keeping an eye on their future



Of all polled recognize buying a home is the most important purchase they can make.



In Delaware and Greater Philadelphia

Young buyers agree that area home prices are lower than average for a big city market. Even more promising for the region—they find it affordable, indicating a desire to stay here.

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Source: WSFS Mortgage Tracking Survey conducted in February and May 2020 with 1,007 residents, ages 18-55, across Delaware and the Greater Philadelphia region.

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