

WHY AREN'T BUYERS MOTIVATED TO BUY IN SUCH A GREAT MARKET?



From one study, more first-time buyers are motivated by emotional factors rather than financial factors when making the decision to buy a home, the report found.

But as much as homebuyers cite emotions as the main motivation to buy a home, they cite finances as one of the top reasons blocking them, especially when it comes to the down payment.

One of the most common misconceptions homebuyers have on down payments is that they must put 20% down. In reality, there are a ton of options out there, including mortgage options that require as little as 3% down.

For borrowers that do choose to buy this spring, it is a great time, click here to find out why. The survey was conducted online by Braun Research and surveyed 1,001 respondents throughout the U.S., comprised of adults 18+ who want to buy a home in the future.

Source: Braun Research

