

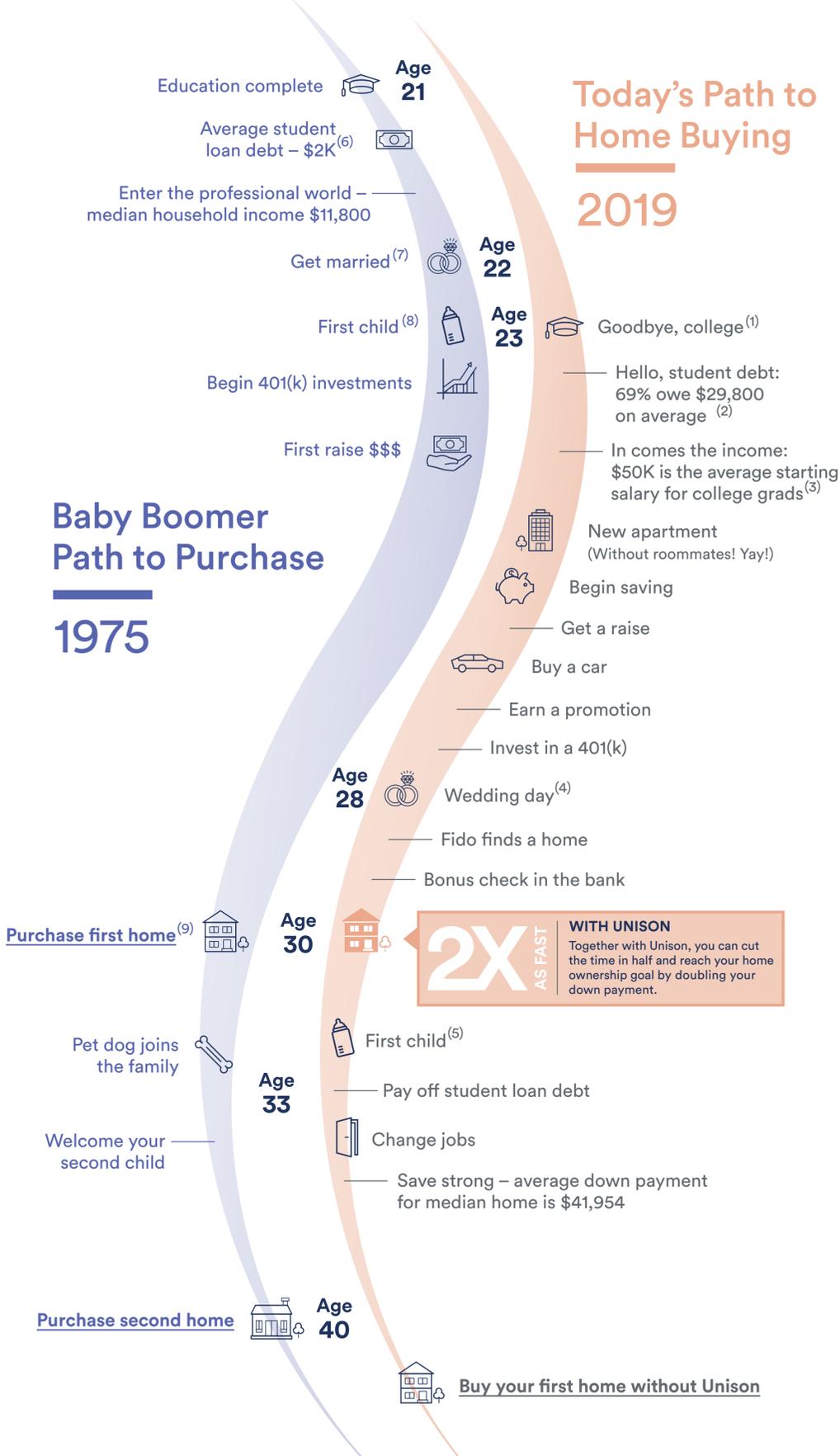
The Path to Purchase a Home: A Tale of Two Generations



The new reality of home buying

The path to purchase a home has always had its share of obstacles, but it's never been as challenging as it is today – or taken so long. That has created a trickle-down effect when it comes to making other major life decisions, such as when to get married or start a family.

Just look at the difference between what it was like for baby boomers and what it's like for millennials today.



How Unison Helps

Unison can cut the timeline to buy your home in half, which can also enable you to do the things you really want to do in life much faster.

The Unison Homebuyer plan is a co-investment in which we help you put 20% down on the home you really want to buy – without burdening you with extra debt, extra interest or extra monthly payments.



Barriers to home buying

14 years



Nationwide it takes 14 years to save for a 20% down payment on a median-priced home earning the median income.

3,700%



The annual cost of a four-year public university has soared more than 3,700% since 1964 when the youngest boomers were born.

688%



Since 1975, when many boomers would have been buying their first home, home values have increased 688%.

1 in 3



One in three millennials said they changed their life plan because they couldn't afford a down payment on a home, and another 22% said they put off getting married for the same reason.



Learn more and see if you qualify at unison.com

unison Together, you can.

References

- At most public universities, only 19% of full-time students earn a bachelor's degree in four years. The national time to degree for a four-year bachelor's degree is 4.4 years. (Source: Complete College)
- About 69% of students from the Class of 2018 took out student loans, graduating with an average debt balance of \$29,800. (Source: The Federal Reserve and Student Loan Hero)
- The preliminary average starting salary for graduates from the class of 2018 is about \$50,004. (Source: The National Association of Colleges and Employers)
- In 2018 in the U.S., a man's median age at first marriage was 29.8. For women, it was 27.8. (Source: The United States Census Bureau)
- The average age of first birth for those with a college degree or higher is 30.3. (Source: National Center for Health Statistics)
- The average student loan debt per borrower in 1989 — when boomers were in their 20s and 30s — was less than \$2,000 (inflation adjusted to 2010 dollars). The annual cost of a four-year public university has soared more than 3,700% since 1964 when the youngest boomers were born. (Source: The Urban Institute)
- In 1975, the median age at first marriage for men in the U.S. was 23.5 and for women it was 21.1. (Source: The United States Census Bureau)
- In the late 1970s, the average woman was barely 22 years old when her first child was born. (Source: The Centers for Disease Control and Prevention)
- Nationwide in 1975, it took nine years for a person earning the median income to save for a 20% down payment on a median-priced home. Nationwide, the median home price in 1975 was \$26,624. (Source: Unison 2019 Home Affordability Report)