

Top 10 Mortgage Consumer Findings for Brokers

Mortgage brokers set themselves apart from other professionals by offering their clients choice, advice and service. CMHC's 2018 Mortgage Consumer Survey confirms the unique value brokers like you offer.

Here are the results you need to know.

Powered by
the 2018 Mortgage Consumer Survey



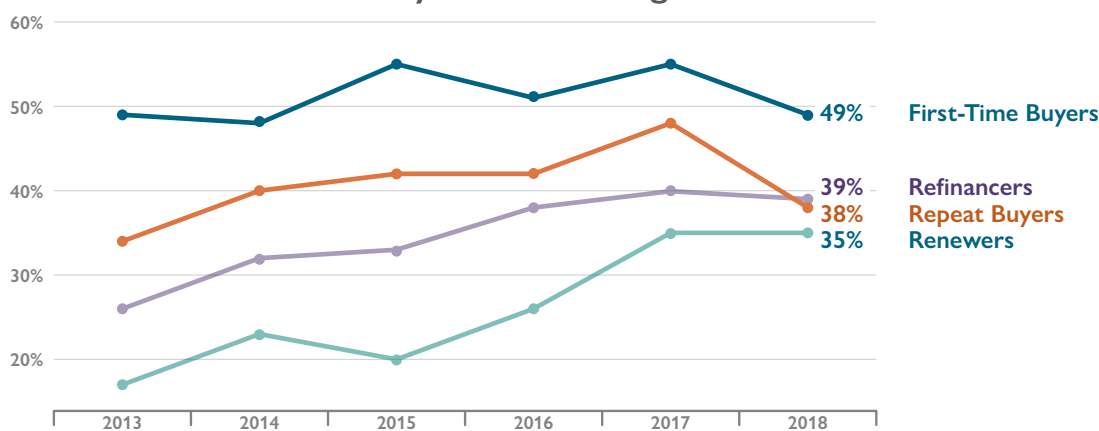
Overview

Overall, **72%** of **First-Time Buyers** were satisfied with their **Mortgage Broker**

Overall, **74%** of **Repeat Buyers** were satisfied with their **Mortgage Broker**



Broker share by consumer segment



On average, **First-Time Buyers** received more mortgage offers

2.9 offers for First-Time Buyers

2.0 offers for Repeat Buyers

Top 10 Key Findings

86% of mortgage consumers arranged their mortgage transaction through a **broker to get the best rate or deal.**

36% of broker clients contacted on average **2 mortgage brokers.**

41% of broker clients felt **concerns or uncertainty** about buying a home at some point during the homebuying process.

45% of broker clients would have liked **more advice or information** on interest rates and fees.

24% of mortgage consumers used a **broker website** to gather mortgage-related information.

65% of all broker clients indicated using **social media** compared to **19%** of lender clients to gather mortgage-related information.

Among home buyers who received a recommendation to use a broker, **34%** came from **real estate agents.**

53% of broker clients **did not** receive any post-transaction follow-up.

68% of broker clients **agree** they would use their broker again and recommend them to family or friends.

For more information, please contact one of our Client Relationship Management representatives to arrange for a more complete presentation of the key findings and visit our website:

cmhc.ca/MCS2018