



1ST ANNUAL HOMEOWNERSHIP CONFIDENCE REPORT

Outlook on Homebuying and Homeownership

Message from Omar Esposito

Welcome to Framework's 1st annual Homeownership Confidence Report. The report gives voice to homeowners by asking them about the barriers and opportunities to homeownership that impact them daily.

We will explore how homeowners are feeling about their journey into homeownership, how they use educational courses and resources to build confidence, and how our partners and platform helped homeowners make smart financial decisions. This year's data shows that homeowners are still receiving homebuyer education too late, and are looking for more ways to prepare for homeownership.

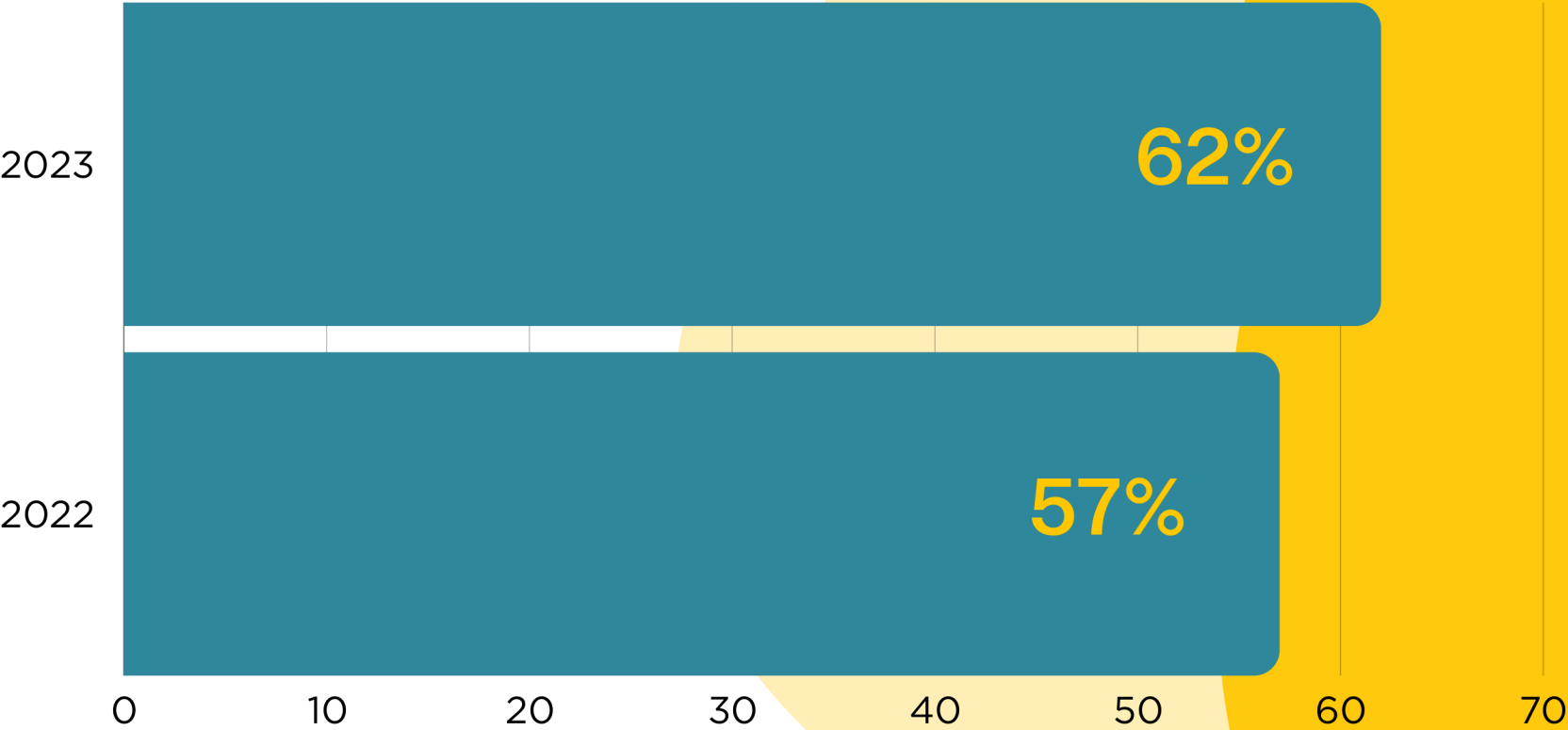
So, this report reinforces what we know at Framework: we can blend the best of technology with the best of homeownership resources to fuel our partners' ability to better serve homeowners as they take steps to thrive and generate generational wealth for the future. Thank you for taking the time to read the report and can't wait to hear your thoughts!



Omar Esposito, President and CEO

Homebuyers Continue to Seek Homebuyer Education Earlier in the Process

Overall, the desire for a homebuyer education course earlier in the homebuying process continues to grow from last year. More homebuyers who completed the homebuyer education course wish they had taken the course when they were just thinking about buying a home.



Meet the Learners of Framework

Framework is on a mission to empower our network of over 170 partners—and growing—with a comprehensive homeownership platform that supports aspiring homeowners in making confident and smart decisions that lead to sustainable homeownership and reduce the homeownership gap.

54K

New Learners



39K

First-time Homebuyers



13K

First-Generation Homebuyers



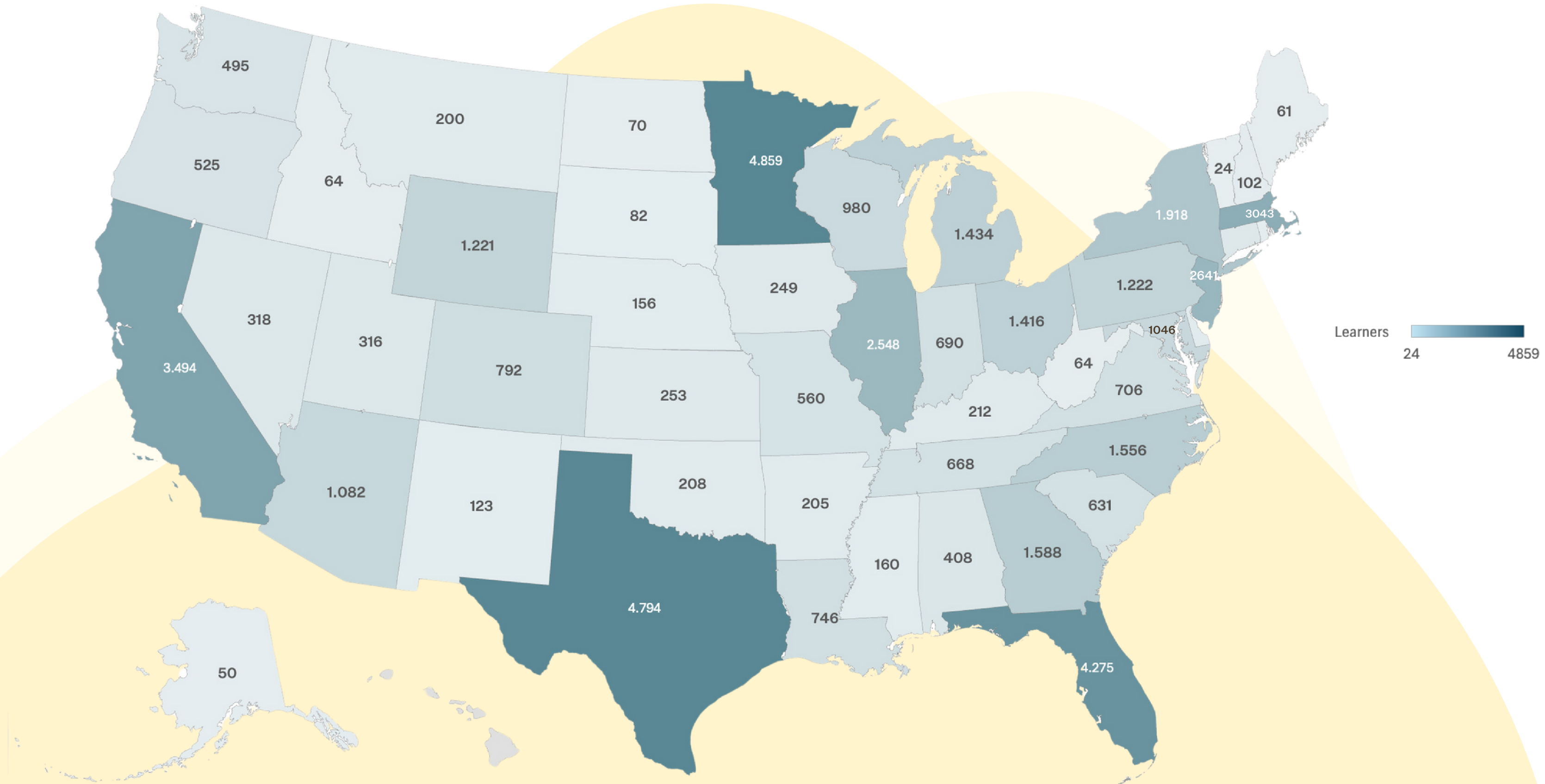
3K

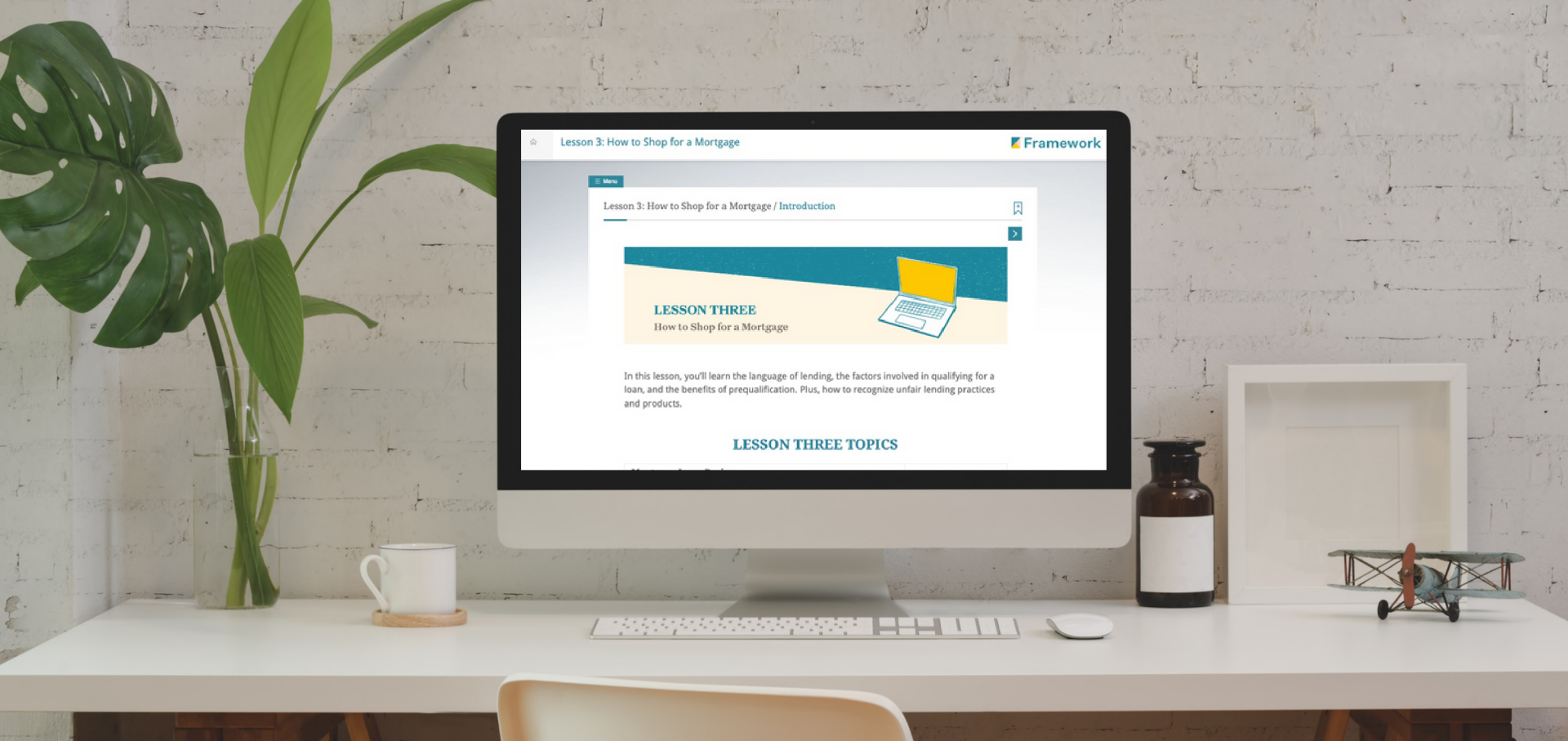
Completed the Homebuyer Education Course in Spanish



Frameworks Makes an Impact Nationwide

See where learners are located





Homebuyers are more confident about steps in the homebuying process after taking the homebuyer education course.

When asked about how well they understood specific topics before and after the course, the top 3 topics where they had the most growth in knowledge are:

- 1** How to Prepare for Loan Closing
36 point growth
- 2** Purchase Agreements
34 point growth
- 3** How to Compare Mortgage Loans
32 point growth

Growth is the total number of learners who said their understanding is Excellent or Good before the course, compared to after completing the course.



Homebuyers feel empowered with trusted, unbiased learning.

“Selecting the right mortgage partner and terms felt daunting and now I feel empowered to ask the right questions and select the best terms for me.”

9 in 10

homebuyers believe Framework is a trusted source, more than other sources, such as searching the internet, banks, real estate agents, etc.

91%

of learners would recommend the Framework Homebuyer Education Course to a friend or family.



65%

of homebuyers believe taking the Framework Homebuyer Education Course helped them save money during their homebuying journey.



“The course is financially helpful, as far as fixing and building credit, as well as easy ways to start saving.”

“There are a lot more options for buyers than I realized.”

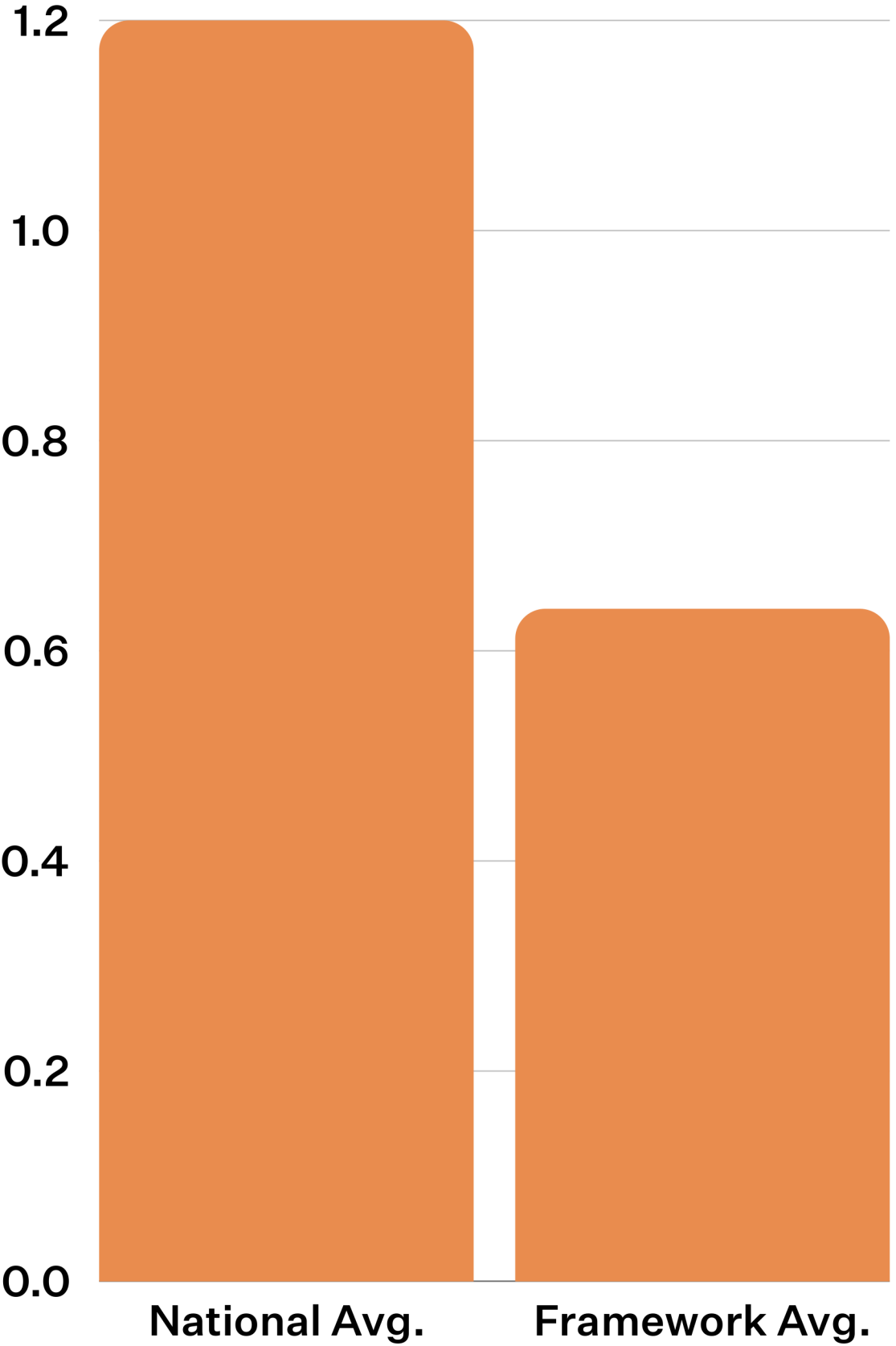


“I have tools to budget more properly to ensure stability and to avoid foreclosure.”

Mortgage Default Rates are Drastically Lower Among Framework Leaners, Compared to the National Average

1.20 National Mortgage Default Rate

0.64 Framework Learner Default Rate



Top 5 States

with the Greatest Difference in Default Rates of Framework Learners Compared to the State Average

Join the Waitlist for More

Access the Impact Data & Reporting tool when it's available to see the positive impact the Framework platform has on default rates, home equity growth, and key measures of homeownership sustainability at www.frameworkhomeownership.org/hcr.



MS
2.74 points lower



LA
2.15 points lower



DE
1.56 points lower



WV
1.73 points lower



TX
1.44 points lower



Visit frameworkhomeownership.org/hcr to learn more.



2,062 Learners

Number of learners who took the course and completed the post-course survey.

5-Minute Survey

Carried out online after completion of the Framework Homebuyer Education Course

January 1 – December 31

Data was collected over 2023, a 12-month period

Coast to Coast

Data represents a national learner base from all 50 states.