



**The results of our 2021 Spring Debt Survey show many Canadians feel home ownership is now out of reach.**

- 33% of homeowners admit they needed help from their parents when purchasing their first home.
- 75% of Canadians that don't own a home want to buy but can't afford to.
- 72% of Canadians admit they do not have a written financial plan.
- 71% of Canadians who do not own a home worry about saving up for one.

But homeownership doesn't have to be a faraway dream.

Sure, it might take a little longer to get there, and you might have to make a few compromises along the way – like everything in life when it comes to the housing market, your first home won't necessarily be your dream home. Start by making a plan.

With many Canadians feeling that home ownership is out of reach, you as the advisor play a critical role in being part of that conversation. With proper guidance and a savings plan, you can help make home ownership a reality for your clients. Are you looking for more tools to help your clients? Join Manulife Bank on July 13 or July 15 and learn more about how to build your business through effective conversation about your clients' most frustrating four-letter word – debt. Click [here](#) to register.