

## Bottom of the ladder

(NARRATOR) Millennials in Canada are facing a much different real estate environment than their parents.

(ON SCREEN) A small house sits in the centre of the screen. Suddenly, a rumble. A mountain shoots up from under the house, catapulting it out of reach.

(NARRATOR) Soaring real estate prices and high debt levels can make homeownership feel like an impossible goal.

(ON SCREEN) The house is lifted into the clouds by the mountain.

(NARRATOR) So, what can you do to get on the property ladder?

(NARRATOR) **See what it will cost.** Location and square footage of a home have a lot to do with its value.

(ON SCREEN) A house pops up over a map. Different GPS markers pop up on the map. The house gets smaller. Indicating that smaller houses cost less.

(NARRATOR) If your perfect home is beyond your budget, maybe you need to rethink your priorities and consider a different location or a smaller space to get started.

(ON SCREEN) Houses pop up in different areas.

(NARRATOR) **Shop for a mortgage.** A good rate isn't the only reason to choose a certain mortgage. The type of mortgage you choose can also help you save more money over time.

(ON SCREEN) A phone pops up. The user swipes through different mortgage options.

(NARRATOR) A flexible mortgage lets you to make extra payments to bring down the principal faster, saving you thousands of dollars in interest. If you're worried about rising rates, a fixed rate mortgage could be the solution.

(ON SCREEN) The phone slides down a graph line. Showing the mortgage getting paid off faster. Then a solid line animates across the screen indicating a fixed mortgage.

(NARRATOR) Buying a first home is exciting and challenging – and knowing what to expect makes it a bit easier. A team of professionals including an advisor, mortgage specialist, real estate agent and home inspector can help you figure out your options and help ensure you’re making the best purchase decision possible.

(ON SCREEN) An animated ball bounces through a neighbourhood. Houses pop up as it goes. GPS markers representing different people pop up next to the houses.



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