



DATA THAT OPENS DOORS

Sharing the 2026 NextGen Homebuyer Report

A Quick-Start Guide for Ambassadors

www.firsthomeiq.com

Why This Report Matters

The 2026 NextGen Homebuyer Report is original research from FirstHome IQ on what today's homebuyers actually know, feel, and misunderstand about money and homeownership. It's the kind of data agents and referral partners rarely see — and it positions you as someone who brings real value to every conversation.

When you share the report, you're not pitching. You're leading with insight. That's what builds trust, starts partnerships, and opens doors.

Access Your Resources

Everything you need is in one place on your Ambassador Portal:

my.firsthomeiq.com/c/the-curriculum/reaching-nextgen-home-buyers

From this page, you can access:

- **The Full Report** — Download the complete 2026 NextGen Homebuyer Report PDF to read, reference, and share.
- **Presentation Slides** — Ready-to-present slides pulled directly from the report. Use them for lunch-and-learns, webinars, or partner meetings.
- **2-Page Handout** — A printable summary of the top 10 insights from the report. Customize it by adding your name and contact info at the bottom, then download or print it to share at events, in meetings, or alongside emails.

CUSTOMIZE YOUR HANDOUT

Before you download the 2-page handout, add your name, title, phone number, and email at the bottom of the page. This turns a research summary into a branded leave-behind that keeps you top of mind.

Three Ways to Share the Report

1

HOST A LUNCH-AND-LEARN

Present the report (or a portion of it) to a Realtor office, lending team, or referral partner group. Use the ready-made slides from your portal — no need to build anything from scratch.

How to Set It Up

- **Pick your audience** — Realtor offices, mortgage teams, financial advisors, title companies, or community groups.
- **Make the ask** — Offer a free 20–30 minute session sharing data on what today’s homebuyers actually think about money and homeownership.
- **Use the slides** — Download the presentation slides from the portal page and present them as-is, or select just the slides most relevant to your audience.
- **Print the handout** — Bring printed copies of your customized 2-page handout so attendees walk away with something tangible.
- **End with the quiz** — Close by showing the FirstHome IQ quiz and sharing your quiz link. Let the data open the door, and the quiz close the loop.

INVITATION SCRIPT (EMAIL OR DM):

“Hi [Name], I partner with FirstHome IQ, a nonprofit focused on financial literacy for homebuyers. We just released the 2026 NextGen Homebuyer Report with some eye-opening data on what today’s buyers actually know (and don’t know) about money. I’d love to share the highlights with your team in a quick 20–30 minute session. Would your next team meeting have room? I’ll bring lunch.”

ADVERTISE IT

Copy or tweak the description from the report page on your portal to promote your lunch-and-learn on social media, via email, or in a flyer.

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SHARE THE HANDOUT IN CONVERSATIONS

You don't need a presentation to use the report. The 2-page handout is designed to work in any one-on-one or small group setting where you want to lead with value.

Where to Use It

- **Coffee meetings** — Bring a printed copy when you meet with an agent, lender, or referral partner. Walk through 2–3 stats that are relevant to their clients.
- **Phone calls** — Reference the data in your conversations. “I just saw that 82% of NextGen buyers were never taught financial literacy — that’s probably showing up with your clients too.”
- **Emails** — Attach the handout as a PDF and use it as a reason to reach out. The data gives you something to share that isn’t a pitch.
- **Client meetings** — Use the insights to add value when meeting with prospective homebuyers directly.

EMAIL TEMPLATE: SHARING THE HANDOUT

Subject: Thought you'd find this interesting — 2026 homebuyer data

Hi [Name],

I wanted to share something I think you'll find valuable. FirstHome IQ just released the 2026 NextGen Homebuyer Report, and the data is eye-opening — 82% of NextGen buyers were never taught financial literacy, and only 1 in 5 trust professionals to guide them.

I've attached a 2-page summary of the top 10 insights. It's a quick read and really relevant to anyone working with first-time buyers.

Would love to chat about what you're seeing with your clients — happy to grab coffee or jump on a quick call.

Best,

[Your Name]

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POST & SHARE ON SOCIAL MEDIA

The report is packed with stats that make great social media content. Share a single insight, link to your quiz, and start a conversation.

Post Ideas

- Share one stat from the report with your own take on what it means for buyers or the industry.
- Post a photo of yourself presenting the data at a lunch-and-learn.
- Share the handout as a carousel or downloadable resource.
- Tag FirstHome IQ and use #FirstHomeIQ and #NextGenHomebuyer.

SAMPLE POST:

"82% of NextGen homebuyers say they were never taught financial literacy in school. That's not a lack of motivation — it's a lack of access. That's why I partner with @FirstHomeIQ to help change that. Want to see where you stand? Take the free 2-minute quiz: [Your Quiz Link] #FirstHomeIQ #NextGenHomebuyer"

PAIR IT WITH THE QUIZ

Every time you share a stat from the report, include your quiz link. The data gets attention. The quiz converts it into action.

Your Quick-Start Checklist

Everything you need to start sharing the report this week:

GET SET UP

- ☐ Visit my.firsthomeiq.com/c/the-curriculum/reaching-nextgen-home-buyers
- ☐ Download the full report
- ☐ Download the presentation slides
- ☐ Customize and download your 2-page handout (add your info at the bottom)
- ☐ Print copies of the handout for upcoming meetings

TAKE ACTION THIS WEEK

- ☐ Identify one agent, lender, or partner to share the handout with
- ☐ Send one email using the template in this playbook
- ☐ Post one stat from the report on social media with your quiz link
- ☐ Reach out to one office or group about hosting a lunch-and-learn

The data does the heavy lifting. You just have to share it.



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