Freddie Mac Launches "Borrower of the Future(SM)" Campaign to Improve the Housing Finance System and Better Serve the Next Generation of Homeowners

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Arun Sundararajan, NYU Professor and Expert on the Sharing Economy, to Contribute to the Borrower of the Future Initiative

MCLEAN, Va., May 21, 2018 (GLOBE NEWSWIRE) -- Freddie Mac (OTCQB:FMCC) today announced the launch of "Borrower of the Future ^{SM},"a campaign that will help mortgage originators better understand and address the evolving needs of the next generation of consumers driving housing demand. Freddie Mac will deliver qualitative and quantitative insights showing how key trends affect various buyer segments, with the goal of applying these learnings industry-wide to improve the housing finance system.

Freddie Mac will draw on its leading marketplace position and access to data to glean valuable insights and share knowledge on what changing demographics and new behavioral economics mean for home ownership. This will take the form of white papers, reports and articles, among other content.

"The increase in self-employed and the rise of the sharing economy and digitally-driven lifestyles are having a tremendous impact and leading to shifts in behavioral, economic and societal factors," said Chris Boyle, Chief Client Officer at Freddie Mac. "Collectively, the industry must now take into account these dynamics as we think about how to effectively help the next generation find the home of their dreams. We're excited to serve in this important role to help the industry better understand the Borrower of the Future, and then drive the conversation on how to apply these insights to make the mortgage process more efficient and affordable."

Freddie Mac has also partnered with NYU Professor [Arun Sundararajan](#) for the Borrower of the Future program. Professor Sundararajan will provide insight into how digital technologies and the future of work change the dynamics of homeownership, leveraging research and expertise to further advance the initiative's efforts. Professor Sundararajan is at NYU's Stern School of Business and affiliated with NYU's Center for Data Science and Center for Urban Science & Progress.

"I'm delighted to be collaborating with Freddie Mac on such a forward-looking initiative," said Professor Sundararajan. "As digital forces transform varied aspects of business and life, industries across the spectrum will need to adapt. Our collaboration will shed light on the demographic, economic, technological and cultural factors reshaping the needs and preferences of the future homebuyer, enabling the industry to evolve efficiently and effectively to address new market realities."

More information about the [Borrower of the Future](#), including a [roundtable discussion](#) with Freddie Mac executives and Professor Sundararajan is available.

Today's potential homebuyers face unique obstacles to qualifying for a mortgage and making a down payment on a home, including having lower-levels of accumulated savings and challenges verifying their income if they are self-employed. Yet with the correct assistance, many could qualify for low down payment options. By delving deeper into the data behind this cohort's finances, Borrower of the Future can facilitate new solutions to overcoming these financial challenges.

About Freddie Mac
Freddie Mac makes home possible for millions of families and individuals by providing mortgage capital to lenders. Since our creation by Congress in 1970, we've made housing more accessible and affordable for homebuyers and renters in communities nationwide. We are building a better housing finance system for homebuyers, renters, lenders and taxpayers. Learn more at [FreddieMac.com](#), Twitter [@FreddieMac](#) and Freddie Mac's blog [FreddieMac.com/blog](#).

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