

Hitting the switch

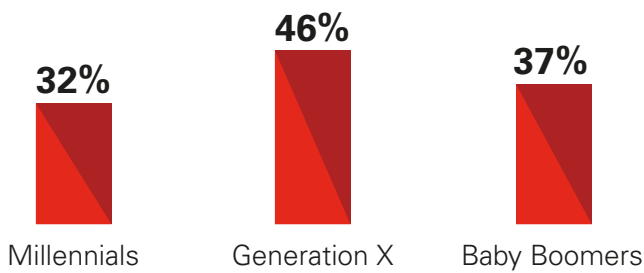
Almost two-fifths of home owners in Canada have changed mortgage provider

Beyond the Bricks *The value of home*

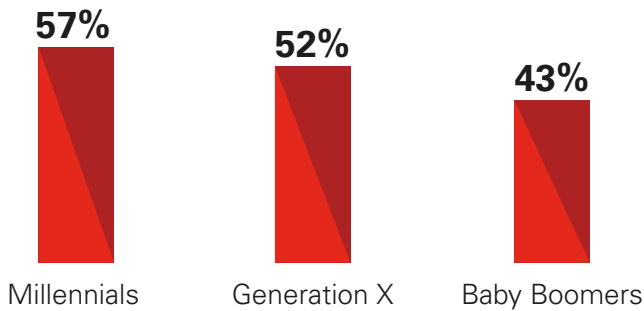
Responses from current and prospective home owners aged 21+ in a survey of 1,000 people in Canada conducted by Kantar TNS in September and October 2017

Mortgage holders are switching

39% have ever switched mortgage/home loan provider

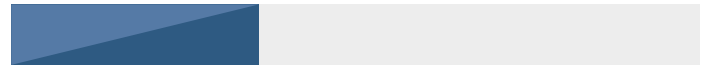


50% have looked to see if they can get a better deal by switching their mortgage/home loan

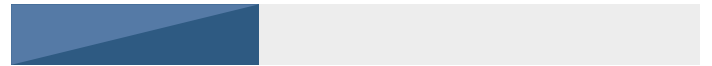


Why mortgage holders switched

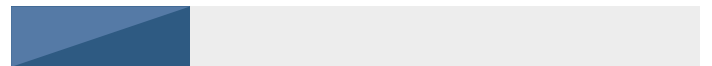
36% to get a better deal or because the rates went up



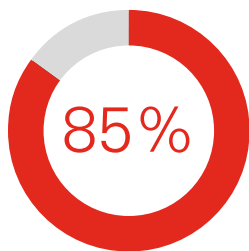
36% because their deal expired



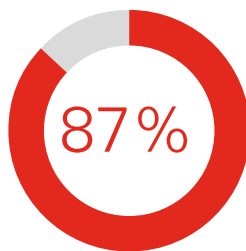
26% when they moved house or bought another property



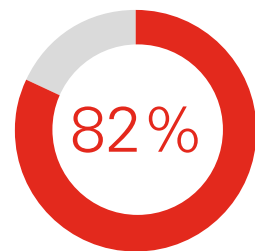
Home owners are well-informed about their mortgage/home loan



know how many years they have left to pay off their loan



know how much interest they are paying



are confident they know the terms of their loan