

Genworth launches second edition of *It's My Home*

(SYDNEY) 29 FEBRUARY, 2016 – Today Genworth launched its second edition of *It's My Home* magazine following overwhelming demand from mortgage brokers for the 2015 edition. The magazine, targeting first homebuyers, provides a handy guide for those navigating the homebuying process for the first time and is available exclusively through Genworth's broker partners.

Genworth Chief Commercial Officer, Bridget Sakr, explains: "Assisting new borrowers with their first home purchase and educating them on the many loan options available is a big part of the broker value proposition. First homebuyers have a lot of ground to cover when they decide to purchase a home but it's also typically a joyful and exciting time. *It's My Home* was developed to help first homebuyers navigate this complex process, to inform but also to inspire them.

"We made the decision to release *It's My Home* annually as a result of the overwhelming feedback from brokers on our first edition. It's a great tool for brokers to provide to their prospective clients to help educate them. Feedback from brokers shows clients who received a copy of *It's My Home* have referred back to it over and over again. We believe it provides a wealth of information that helps guide first homebuyers through the purchasing process, mixed with lifestyle articles to make their first property a home."

Inside edition two is information that explains how prospective homebuyers can get into their home sooner with less than a 20 per cent deposit, as well as a step-by-step guide on buying property, updated due to popular demand. Whilst not providing financial advice, *It's My Home* provides other useful information such as an updated state-by-state stamp duty guide and a look at the roles of brokers and other types of lending institutions.

Lifestyle pieces from celebrities like Alisa and Lysandra, share tips on how to furnish a new home. Chef Bill Granger has the perfect recipes for a house warming, along with tips from party maestro Alex Zabotto-Bentley. For those who have never had a garden, Adam Robinson shares creative ways to bring green into any space and buyers considering renovations on their new home will be amazed by Cherie Barber's before and after transformation ideas on a budget.

As the leading provider of Lenders Mortgage Insurance (LMI) in Australia, Genworth is committed to helping Australians realise their dream of homeownership by assisting borrowers to get into their own home sooner.

It's My Home is available through Genworth's broker partners.

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About Genworth Australia

Genworth Mortgage Insurance Australia Limited (GMA), through its subsidiary companies Genworth Financial Mortgage Insurance Pty Ltd and Genworth Financial Mortgage Indemnity Ltd (GMA Group or the Group), is the leading provider of Lenders Mortgage Insurance (LMI) in the Australian residential mortgage market. The GMA Group has been part of the Australian residential mortgage lending market for 50 years since Housing Loans Insurance Corporation was founded by the Australian Government in 1965 to provide LMI in Australia. GMA is currently a subsidiary of Genworth Financial, Inc. and part of the Genworth Financial, Inc. group of companies. The Genworth Financial Group's current ownership interest in GMA is approximately 52% of the issued shares in GMA.