

Industry Collaboration

Helping mortgage industry professionals deliver added value

Genworth Canada's success is built on relationships. Everyone in the business is empowered to respond to customer needs and deliver value beyond mortgage insurance. While our value-proposition extends across a wide variety of service offerings, the area of industry education and professional development is one for which we are particularly well-known.

Dedicated Experts

Our experienced and knowledgeable business development leaders, account managers, underwriters, risk managers and client service specialists add tremendous value to each customer relationship. Their actions are guided by the needs of our customers who rely upon them for product information, industry updates, assistance and guidance on file applications and other essential business needs.

Training and Education

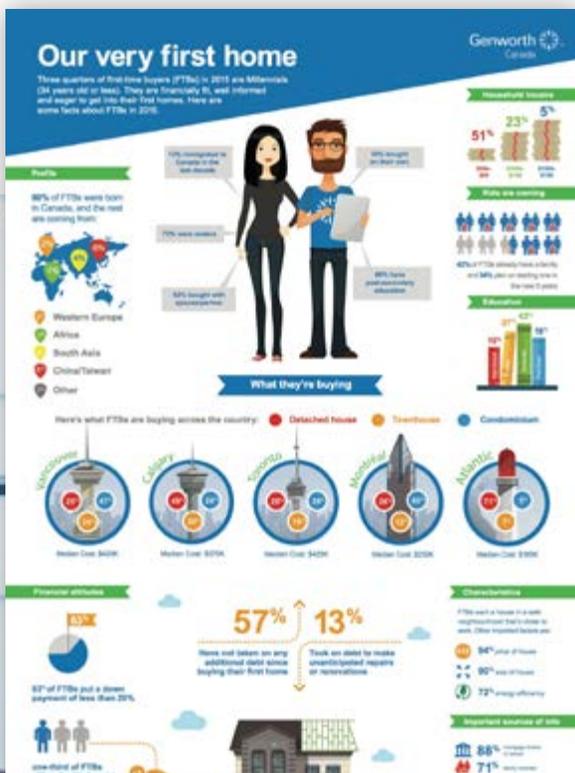
Our experienced sales trainers are recognized for delivering high-quality and tailored seminars and workshops across the country, each designed to help customers enhance their industry knowledge and

business development skills. Whether one-hour, half-day or full-week workshops, each program is designed in collaboration with our customers to ensure that the learning focuses on their market and business needs.

Market Research

To further support ongoing awareness of market trends and developments, we commission market research and surveys on a regular basis. Most notable in 2015 was the Genworth Canada – First-Time Homeownership Study, which looked at the trends and behaviours of today's generation of first-time homebuyers. Findings revealed that three quarters of first-time buyers in 2015 are millennials (34 years old or less). They are financially fit, well-informed and eager to get into their first homes.

We hosted a live and simultaneously webcast seminar to share the results of this survey with mortgage and real estate industry professionals. Our presenters helped relate the findings to their business goals and provided a range of industry perspectives on today's first-time buyer market. A highlight of the seminar was guest speaker Tod Maffin, one of Canada's leading digital strategists, who delivered an insightful presentation on how to better understand and market to the millennial generation. For more information on the survey results or to download the seminar materials, visit www.genworth.ca.



Snapshot of First-Time Homeownership Study Findings