

THE MILLENNIAL GENERATION RULES

MILLENNIAL

REAL ESTATE MARKETING

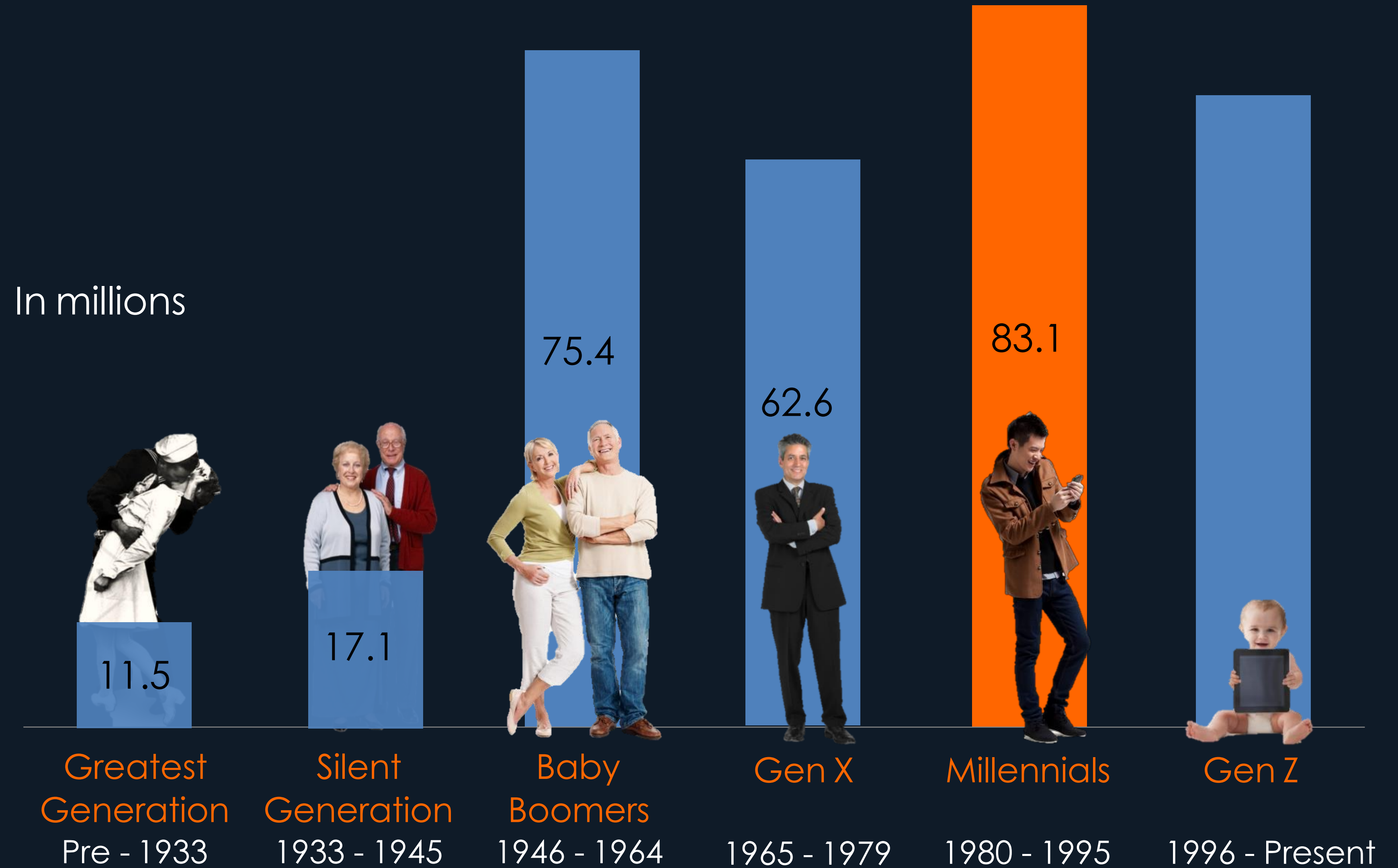
How to Connect, Engage and Convert Today's
First Time Homebuyers

KEY TAKEAWAYS

Who Are **Millennials**?
Market **Research**
How Millennials **Buy**
Marketing **Do's** and **Dont's**



MILLENNIALS



Source: Census Estimates

QUICK STATS

- Average Age of Millennial: 27
- Average Age of REALTOR®: 57
- Median Income: \$73,000
- 97% finance home purchase
- 76% first time homebuyers
- They will comprise 75% of the workforce by 2025

MILLENNIALS ARE WHERE THE MONEY IS

\$2.45 Millennials' annual
trillion spending today

And by 2018, their projected income will be about
\$3.39 trillion, surpassing **Baby Boomers**...





DIGITAL NATIVES

BORN IN A DIGITAL WORLD

Every generation's traits are defined by the world that surrounds them.

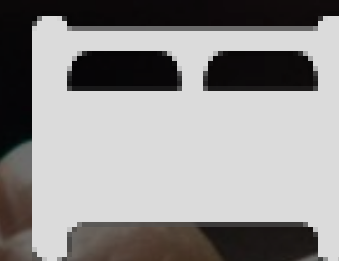
For Millennials that means that life is always ON, always connected. Technology is their second skin.

THERE IS A NEED TO BE **CONNECTED** AT ALL TIMES

Millennials have a massive fear of missing out (**FOMO**) on something fun, or a social event that may happen on the spur of the moment — it is so intense that even when they decide to disconnect from technology, they still connect just once more, just to make sure.

**Millennials send and receive an average
of 88 texts a day**

% Of Millennials who check their phones...



54%

LAYING
IN BED



51%

WHILE USING
THE BATHROOM



36%

DURING A MEAL
WITH OTHERS



32%

CHECK WHILE
DRIVING

Source: Huffington Post- Americans Addicted to Checking Smartphones
PEW Research Center – Millennials in Adulthood

Phone calls

Can be just as meaningful as in-person get-togethers

Texts

Can carry the weight of a phone call

Emoticons and emojis

Are just as impactful as the real thing

53% would give up their sense of smell

instead of their social networks

TECH IS REDEFINING
THE RULES OF
ENGAGEMENT

THEY ARE HYPER-CONNECTED AND HYPER-SOCIAL

68%

of Millennials won't make a major decision without running it by their network first.

82%

"Asking family and friends"

76%

"Online reviews"

Their top sources of influence are:

MILLENNIALS ARE STICKING TO FAMILY FOR SUPPORT

Many Millennials have stayed home or are never far away from their families.

In fact, 36% say they depend on financial support from their families, and many have “boomeranged” back because of the recession after living on their own.

36%

MILLENNIALS REMAIN THE MOST OPTIMISTIC!

In spite of levels of unemployment and record numbers of student debt, Millennials believe in the potential for personal improvement and are more upbeat about the future.

% agree	Millennials	Gen X	Baby Boomers
“I earn enough now (or will in the future) to lead the life I want”	85%	68%	60%
“I believe the country’s best years are ahead of us”	49%	42%	44%

Source: PEW Research Center – Millennials in Adulthood

A close-up photograph of a pair of hands, palms up, holding a small, delicate pink rose. The hands are positioned centrally, with the fingers slightly curled around the base of the flower. The rose is in full bloom, showing multiple layers of soft pink petals. The background is a blurred, natural setting with green foliage and a hint of a blue sky, suggesting an outdoor environment. The lighting is soft and natural, highlighting the texture of the skin and the petals.

MILLENNIALS ARE "SOCIALY
CONSCIOUS"



One for One



Why

CAUSE MARKETING

is important to your business

IS CAUSE MARKETING IMPORTANT TO YOUR BUSINESS?

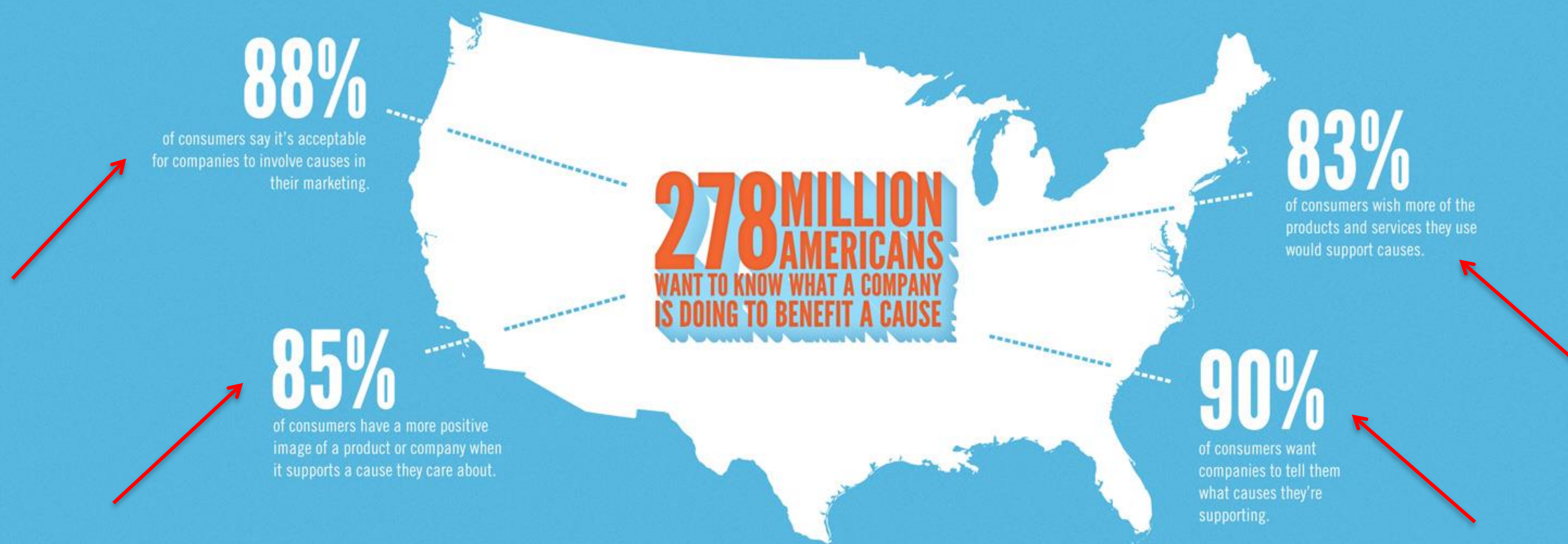
ALTHOUGH SUPPORTING A CAUSE has become a mainstream business strategy for many companies, its growth hasn't deterred consumer interest, passion or behavior. In fact, Americans are as amenable toward cause marketing as ever. Consider the audience primed.

AMERICANS BELIEVE THAT COMPANIES SHOULD PRIORITIZE SUPPORT OF ISSUES THAT AFFECT THE QUALITY OF LIFE:

46% 
IN LOCAL COMMUNITIES

37% 
IN THE UNITED STATES OF AMERICA

17% 
IN THE WORLD-AT-LARGE



THE LEADING ISSUES THAT CONSUMERS THINK COMPANIES SHOULD ADDRESS:





GIVEBACKHOMES™

TRUPER

[How We Work](#) [Our Projects](#) [Our Story](#)

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[Sign Up](#)

We're real estate professionals
who work together for social good

[Join the Movement](#)

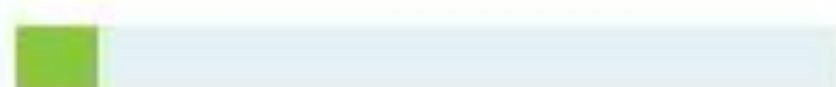
Our Current Projects

Below is a list of the current home build projects that we're supporting across the U.S. and in communities around the globe.



NICARAGUA

Fundraising towards the next home in Nicaragua. Family details coming soon!



10% FUNDED

Donate



MEXICO

Help build a home for a family in Mexico.



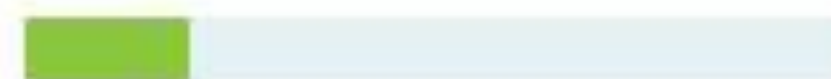
23% FUNDED

Donate



HAITI HURRICANE RELIEF

Raising funds to help with the aftermath of Hurricane Matthew.



20% FUNDED

Donate

newstory

“I just secured a listing thanks to my Giveback Homes listing page. My seller was passionate about giving back and his eyes lit up when I shared the program with him.”



Jessica Foote
Poway, CA



BUT REMEMBER
ALL MILLENNIALS ARE NOT ALL THE
SAME!

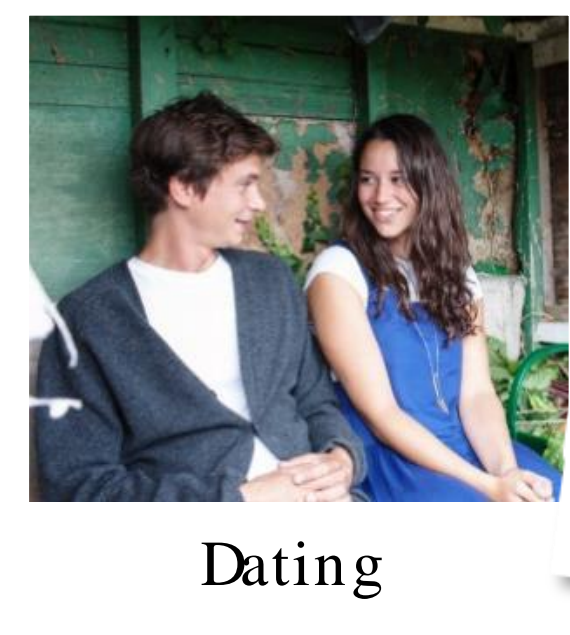
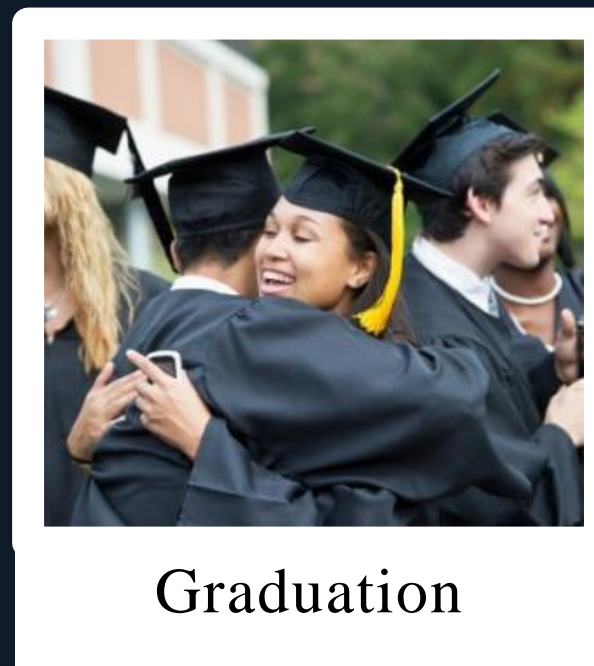
SEGMENTING THE MILLENNIALS

Generally we can group Millennials into at least two distinct groups:

YOUNGER MILLENNIALS

who are just growing into adulthood.

They are **Explorers**, looking for new experiences.

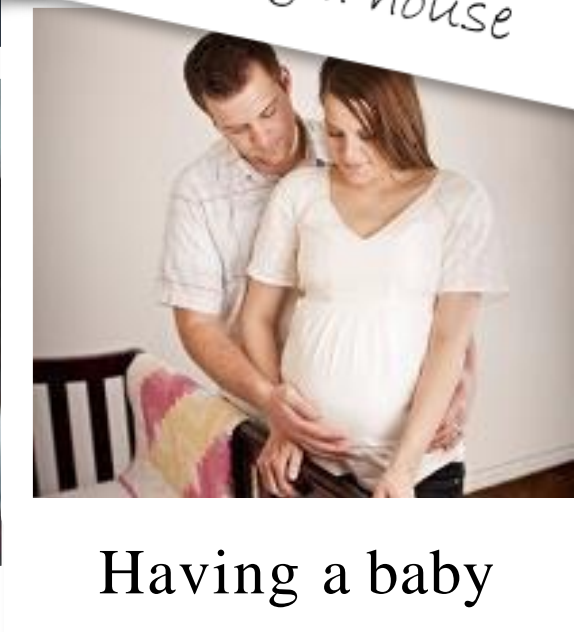
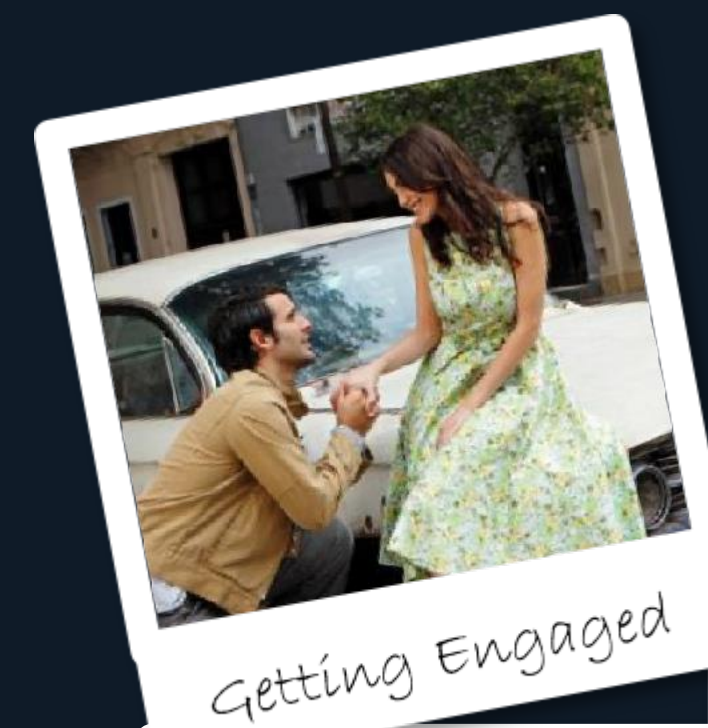


18 - 24 year-olds

OLDER MILLENNIALS

who are establishing their roles in the world.

They are **Aspirers**, on the path to find success.



25 - 34 year-olds



The Aspirer

25-34 YEAR-OLDS

Ambitious people who desire to achieve a status of success. They are always looking ahead to what they want to become, and they work on looking the part on their way up.

Their core need in life is for **achievement**.

#homeownership

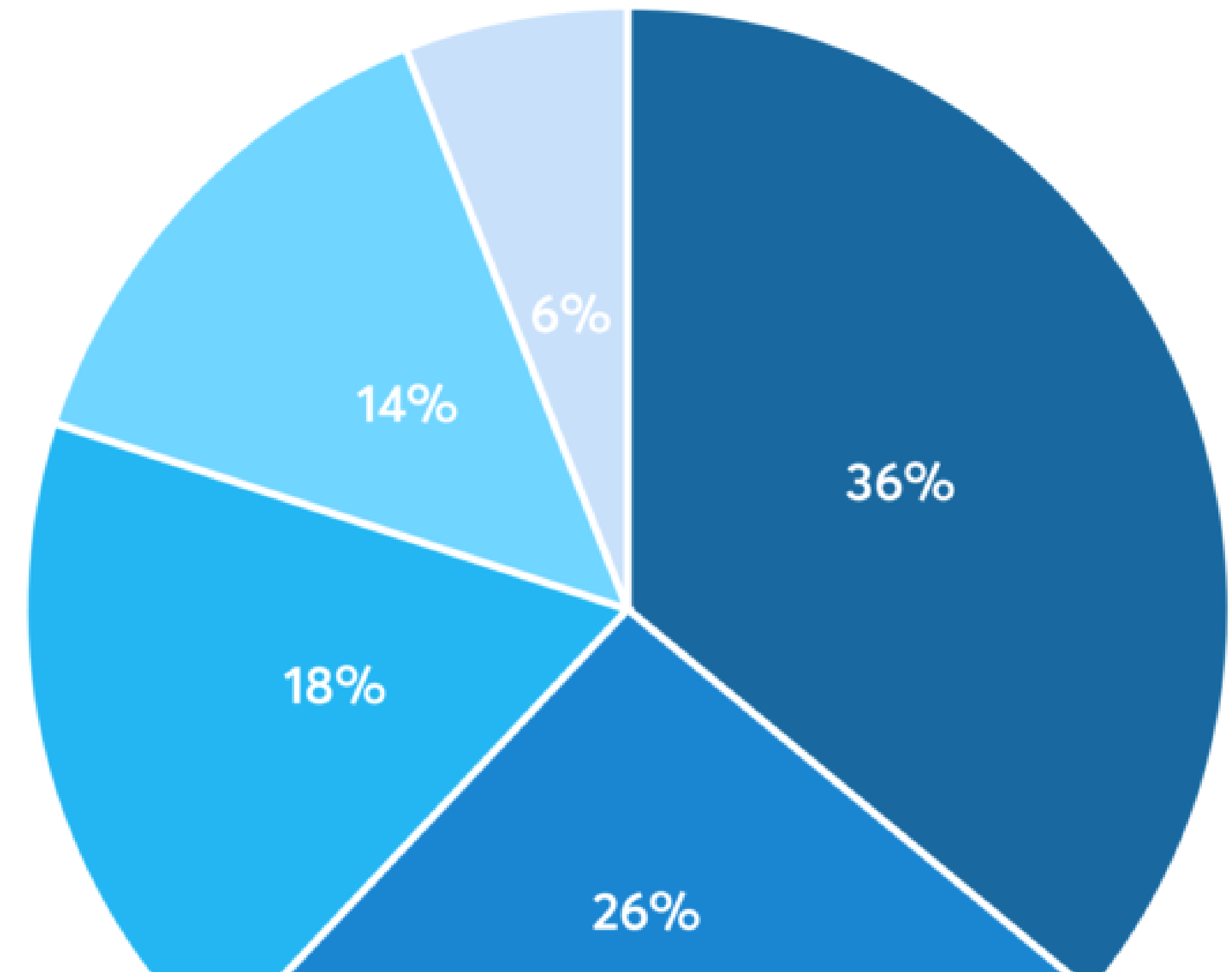
A pair of black-rimmed glasses with clear lenses is positioned horizontally across the upper half of the image. The glasses are resting on a document that contains text in Finnish and a table. The text is slightly out of focus, but some words like 'kehittämistavoilla' and 'työryhmän toiminnan arvioinnin' are visible. The table has several columns and rows of data. The overall lighting is soft, and the colors are muted, giving the image a professional and academic feel.

MARKET RESEARCH

Generational divide

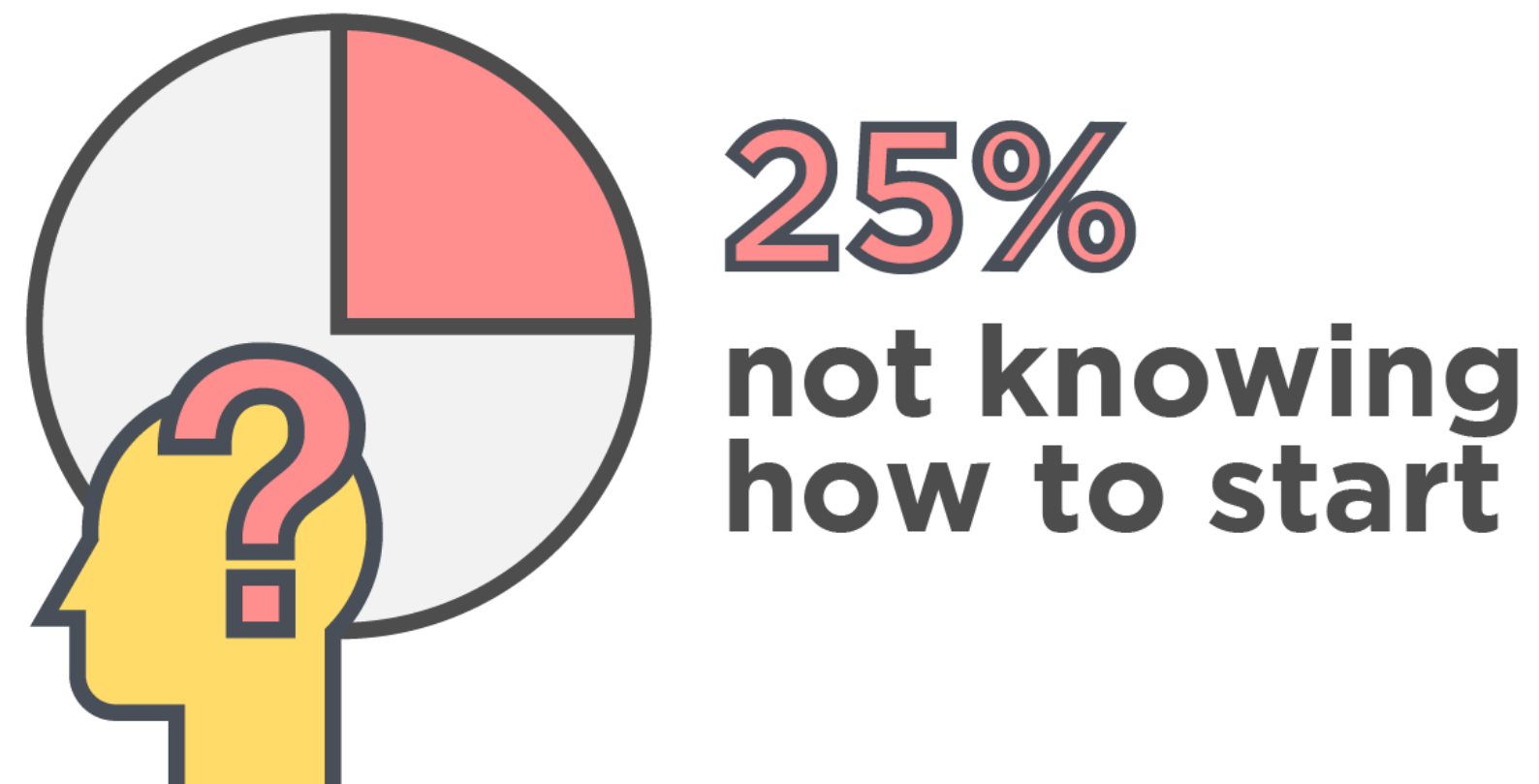
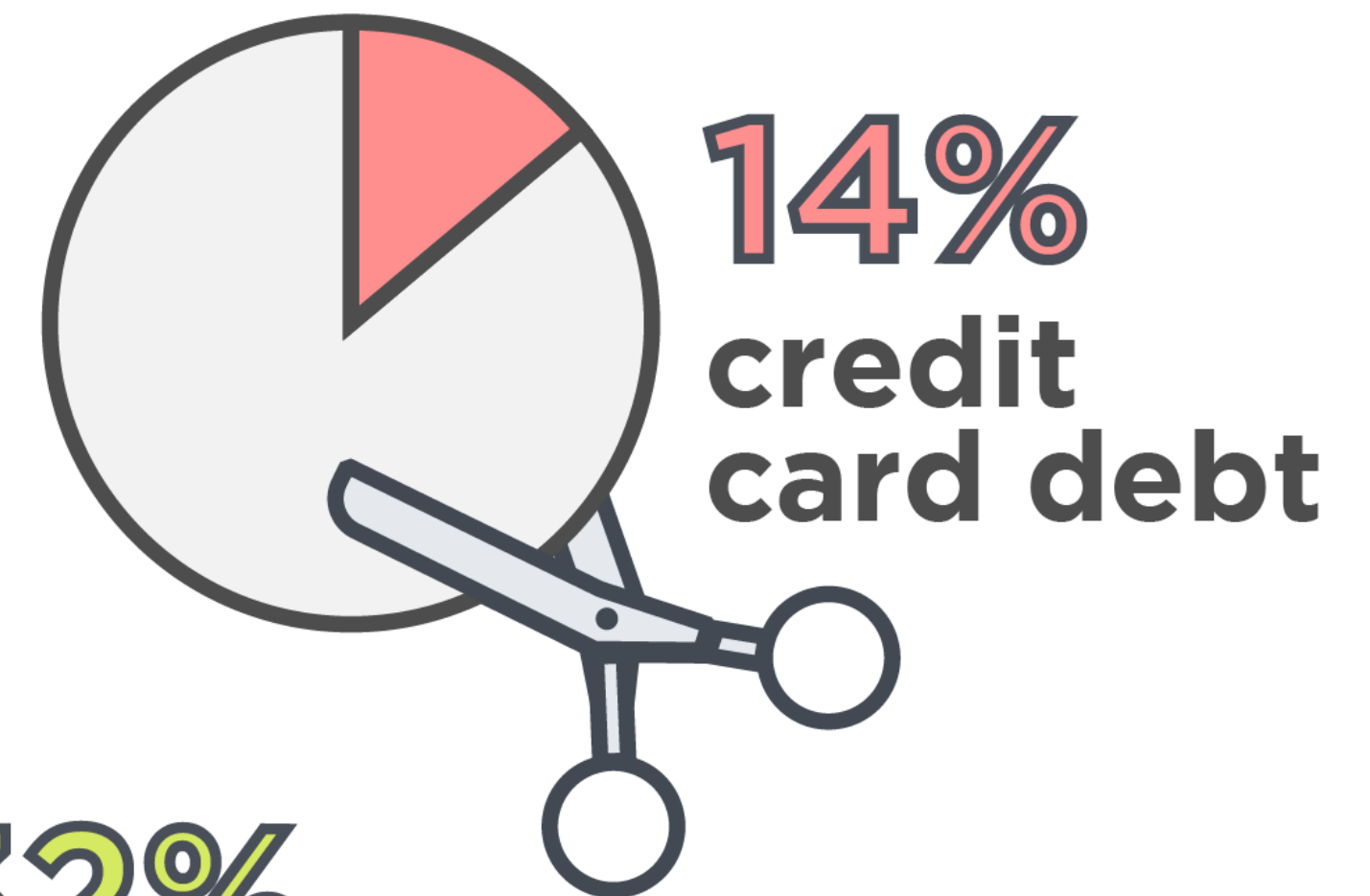
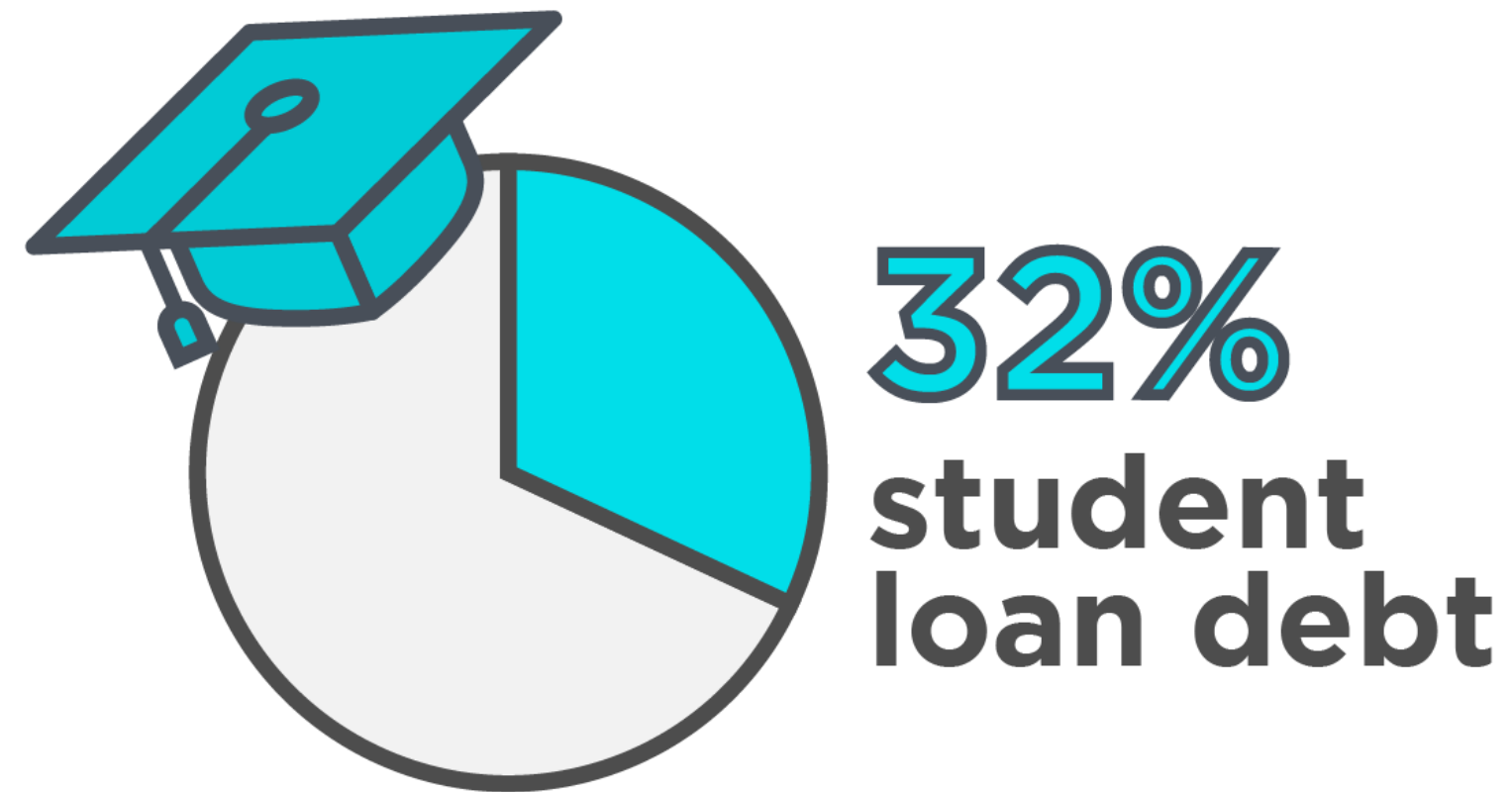
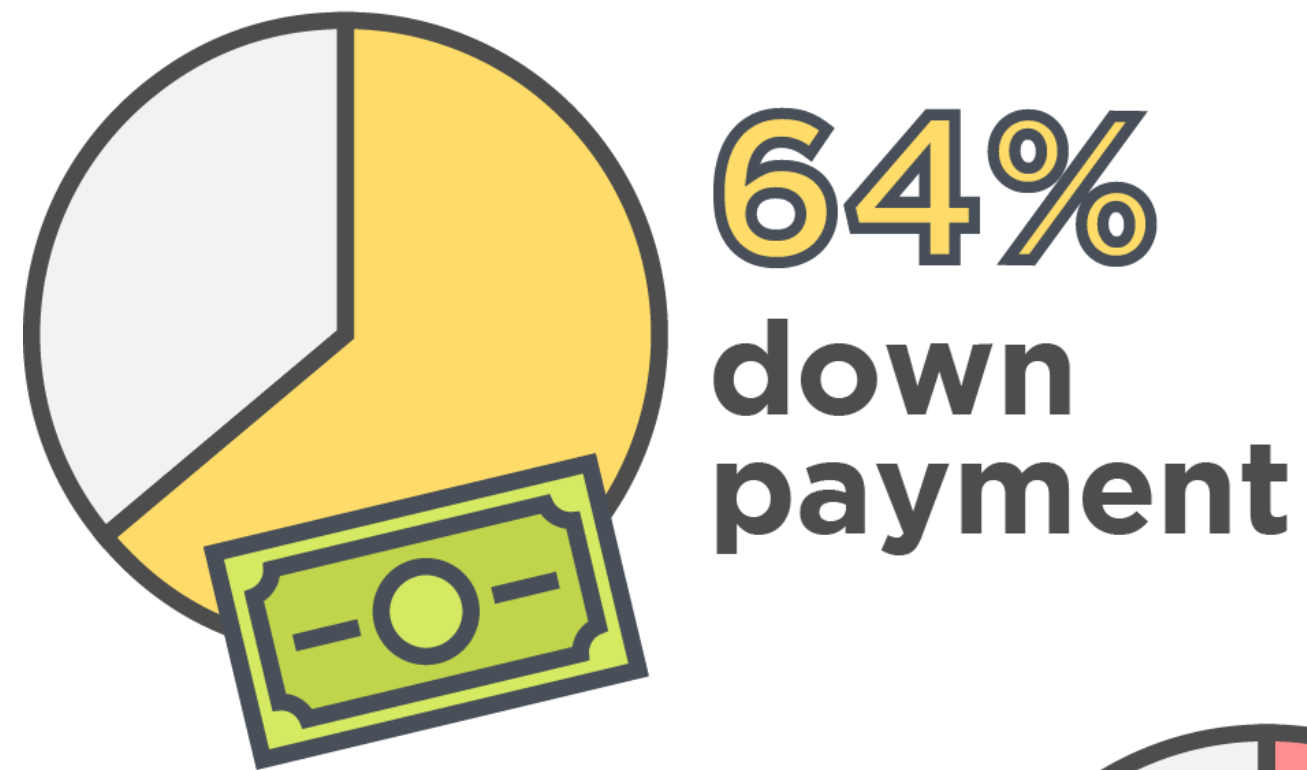
Most home purchases were made by millennials for the fifth consecutive year

- Millennials, 36%
- Gen Xers, 26%
- Younger boomers, 18%
- Older boomers, 14%
- Silent generation, 6%

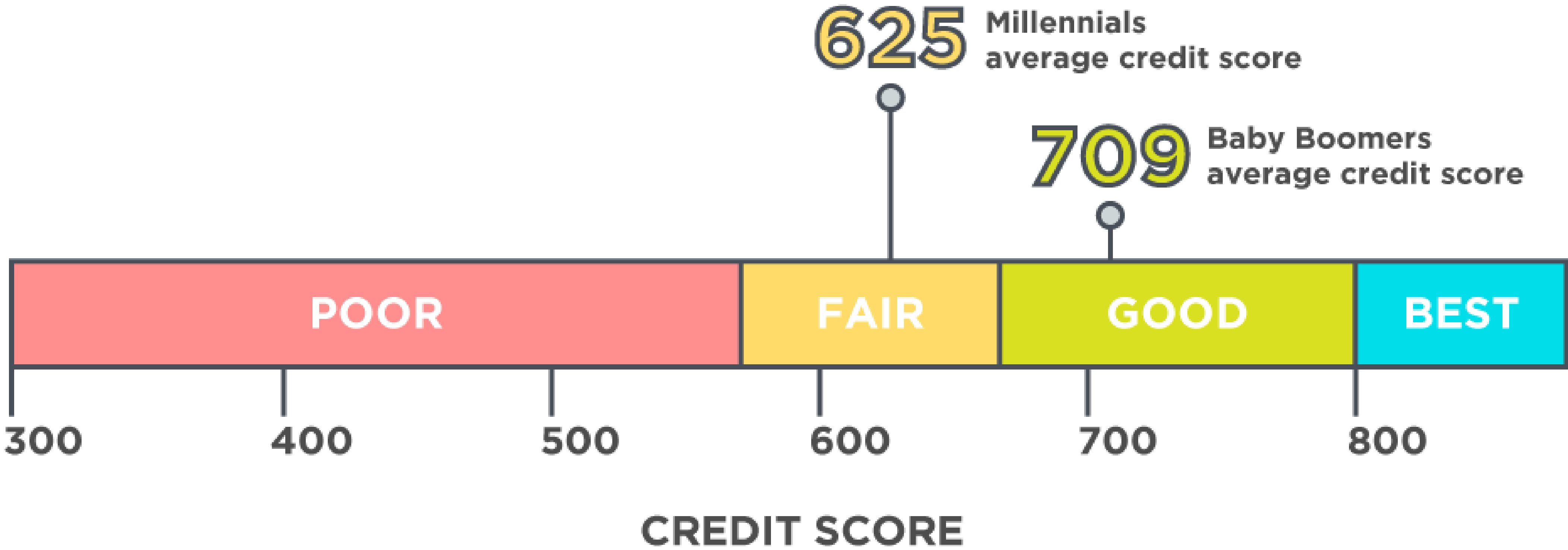


MILLENNIALS & HOME BUYING

What's Keeping Millennials from Buying a Home?



FICO CREDIT SCORE SCALE





...discuss new measures on global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

SCIENCE

Scientists have discovered a new drug that stops cancer cells and regenerate organs at cellular level. But it will take another 5 years before the drug will be available on the market.

Discussion for global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

NEWS

WORLD

World's leaders meet today to discuss global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.



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BUSINESS

The economic situation is growing after the most recent changes are tax system. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.



SCIENCE

Will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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Millennial renters want to own a home now, but need more confidence



76%

want to buy a home now if they could afford one

78%

owning a home is an important part of my American Dream

67%

would buy sooner if they had more confidence in the housing market

68%

would buy sooner if they wouldn't lose their down payment even if the market goes down



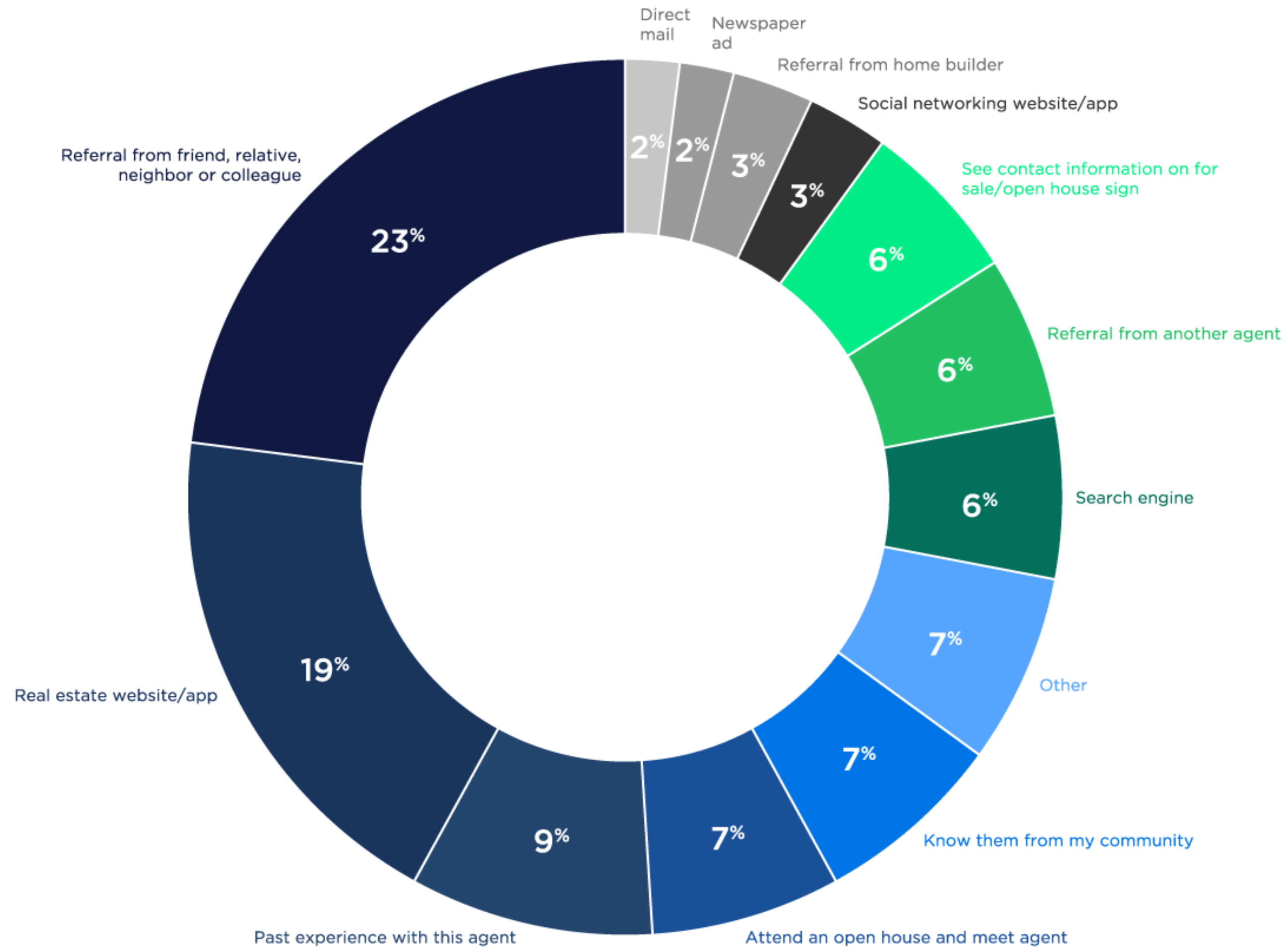
ValueInsured Modern Homebuyer Survey, conducted by Equation Research in Summer 2016 among nationally representative sample of 1,022 U.S. adults

HOW DO MILLENNIALS BUY?



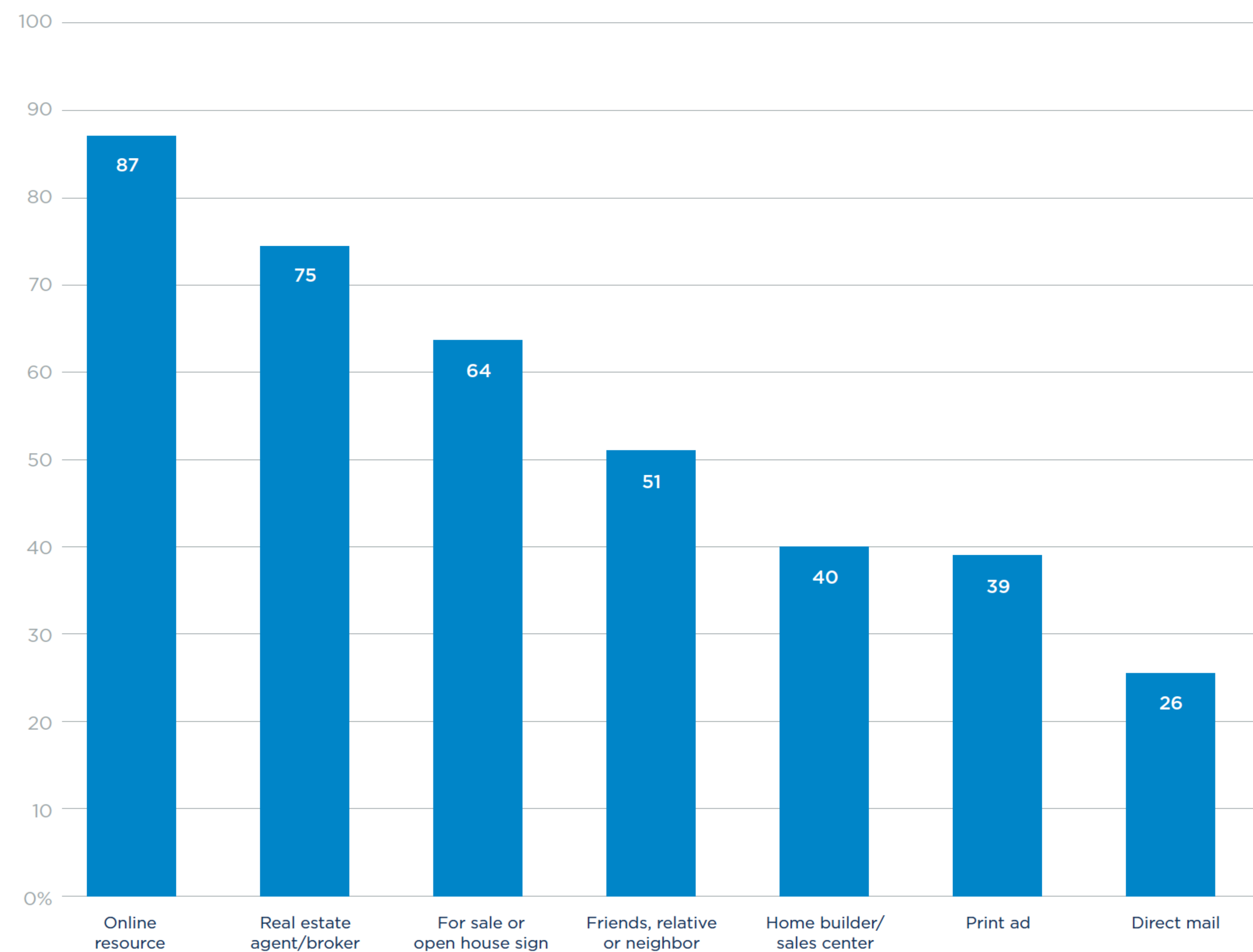
B-9: HOW BUYERS FIND THEIR AGENT

Purchased home in past 12 months and used an agent.



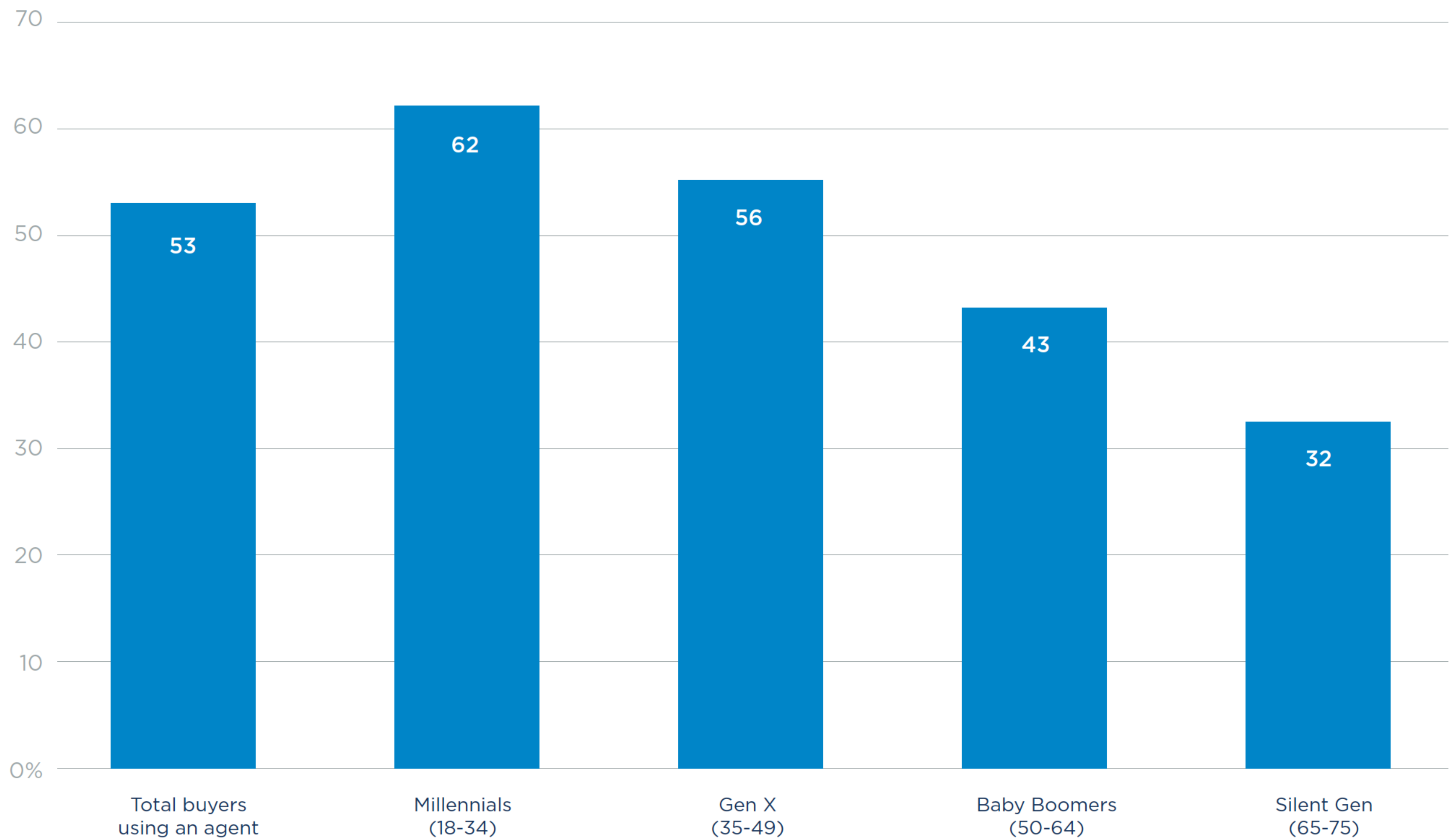
TOP RESOURCES USED TO SEARCH, SHOP OR PURCHASE

Most buyers combine online research with market expertise from an agent.



BUYERS WHO CONSIDERED MORE THAN ONE AGENT

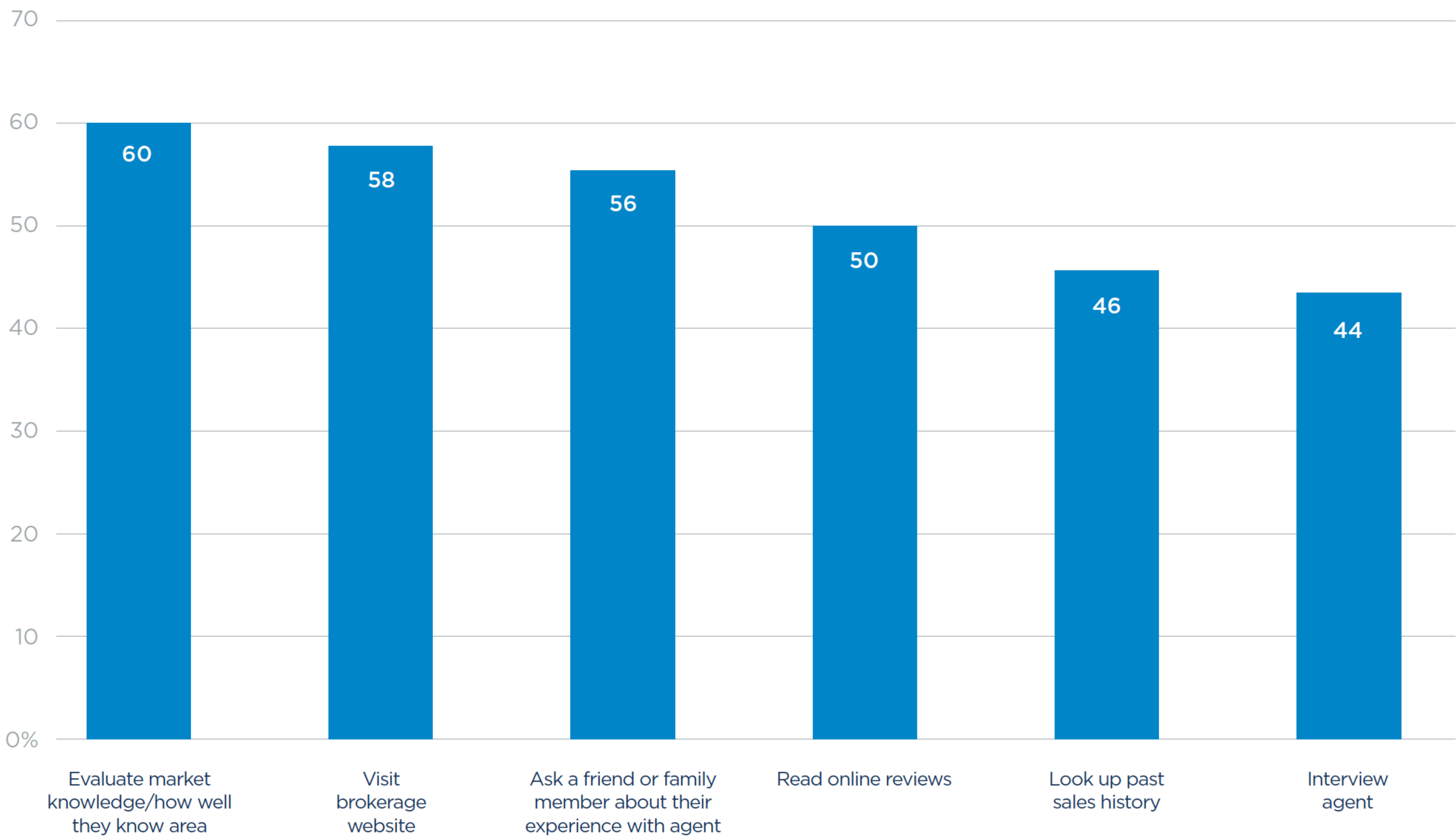
The younger the buyer, the more likely they are to consider multiple agents.



HOW BUYERS EVALUATE AN AGENT

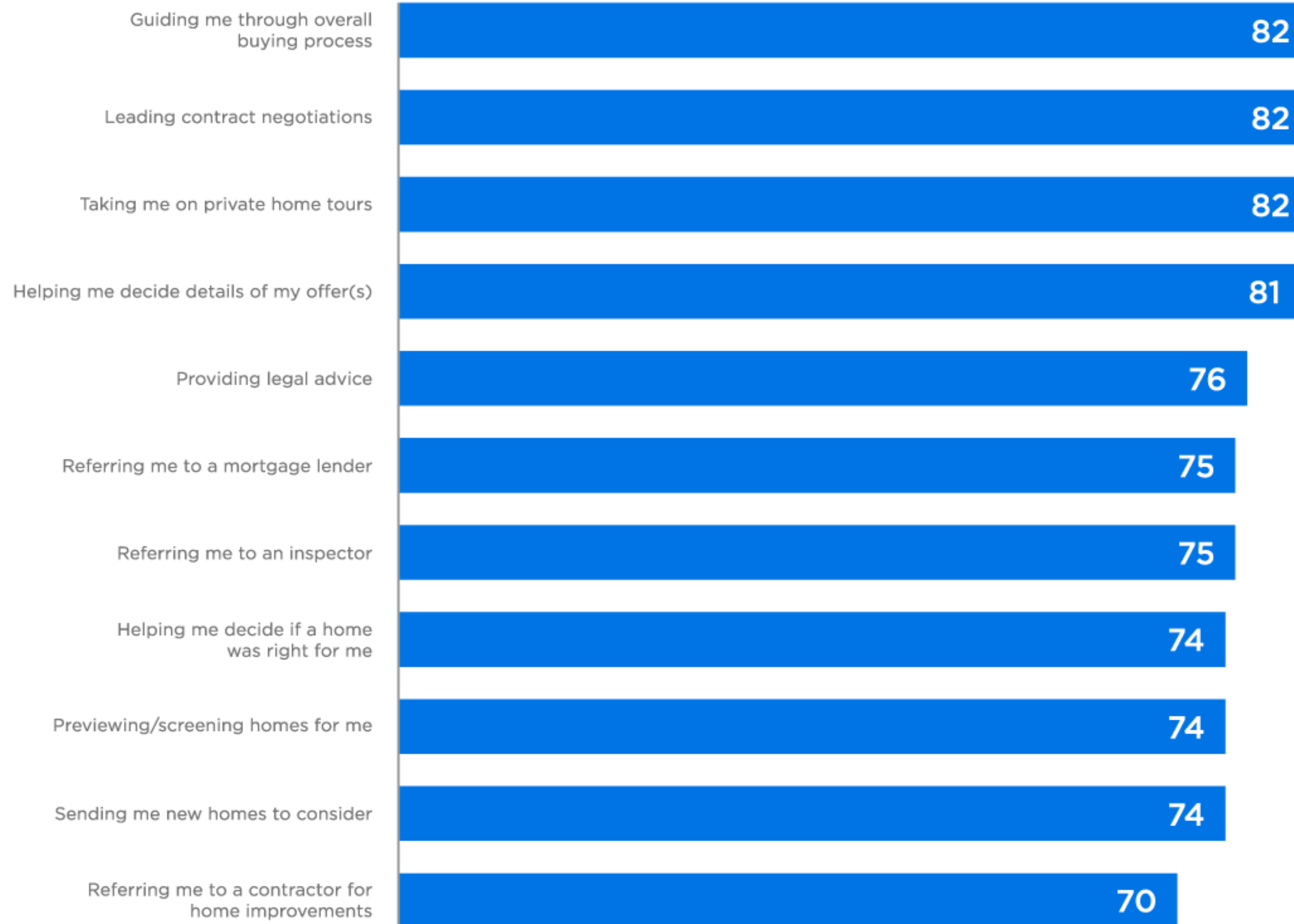
Most buyers combine online research with market expertise from an agent.

TOTAL BUYERS



B-10: VALUE OF SERVICES PROVIDED BY AGENT

Purchased home in past 12 months and used an agent.





41%

of young home buyers say that
home staging is important.

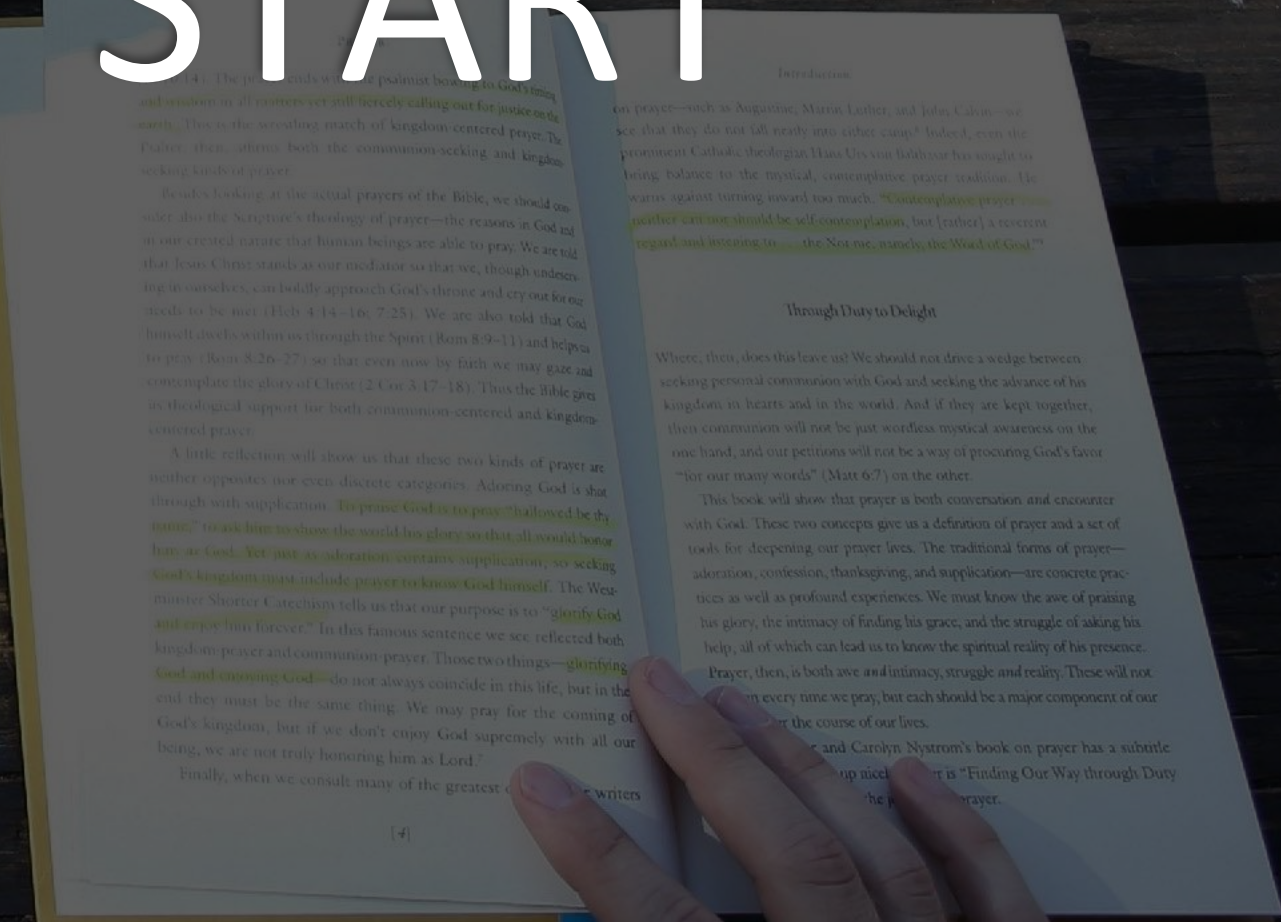
— Zillow Group, Consumer Housing Trends Report 2017

MARKETING DO'S & DONT'S



1

STOP SELLING, START
HELPING.

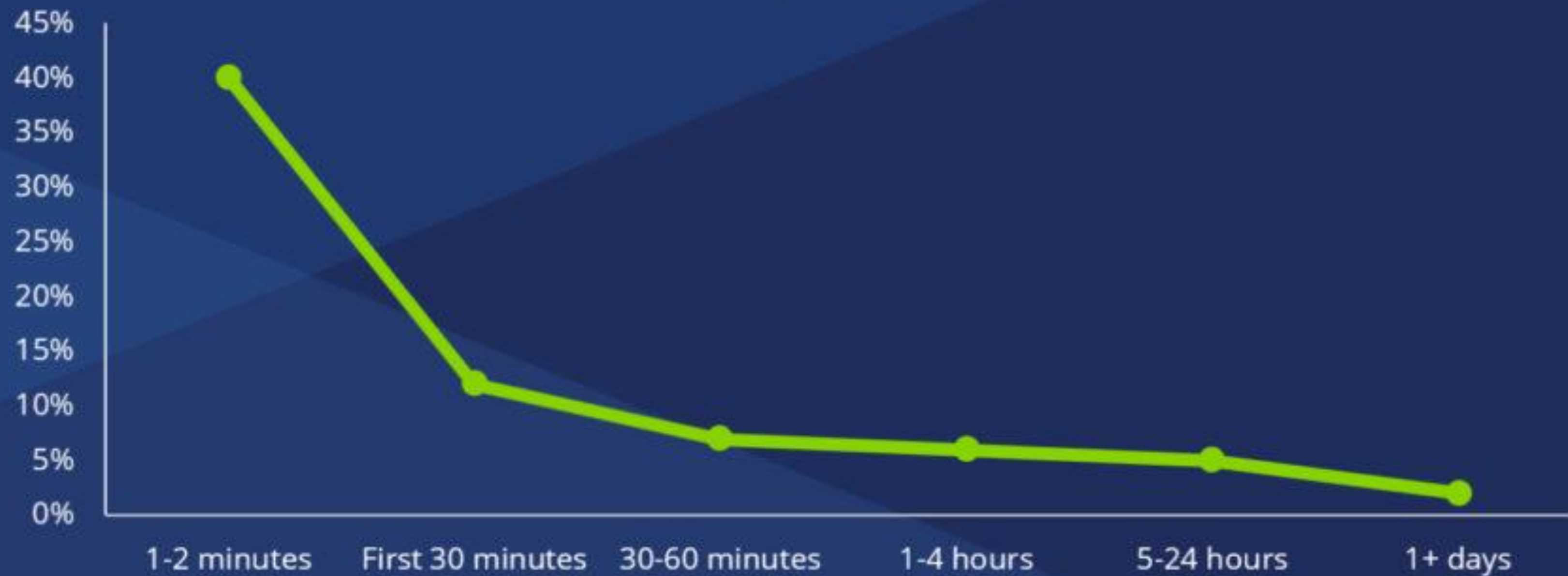




FIRST KEY: SPEED

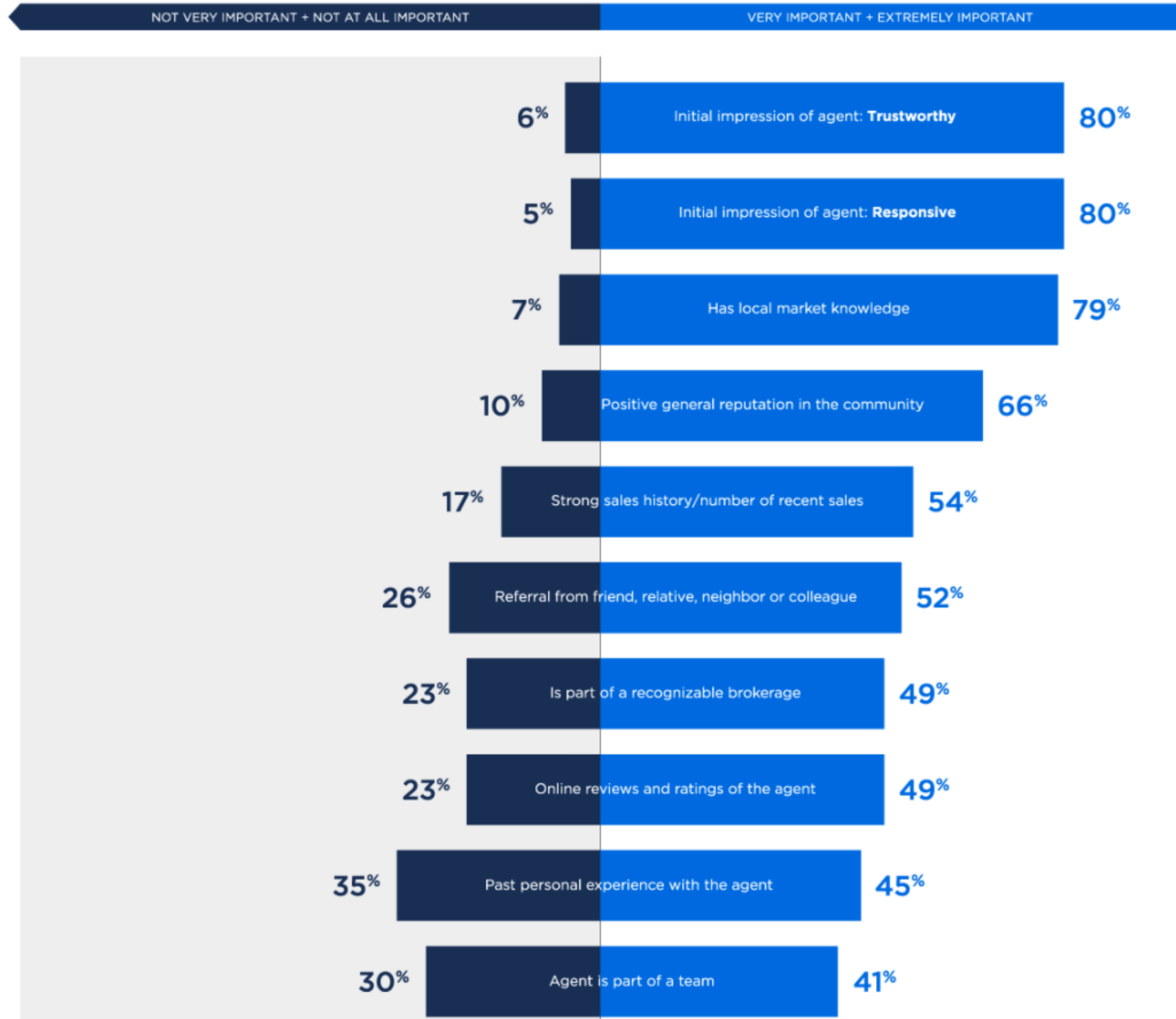
Speed plays the largest role in your ability to connect with a customer:

Answer rate by response time



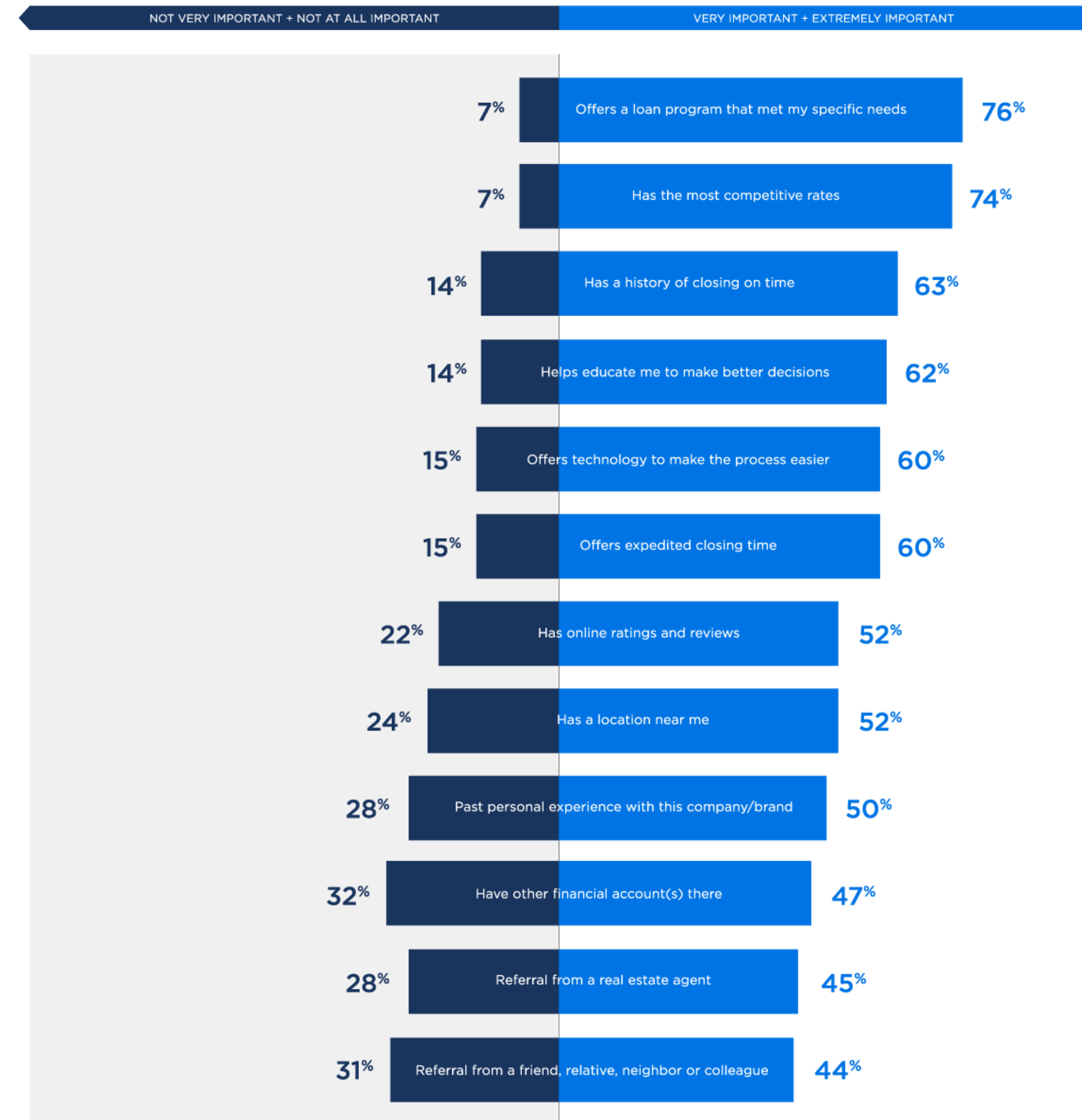
B-11: IMPORTANCE OF AGENT CHARACTERISTICS

Purchased home in past 12 months and used an agent.



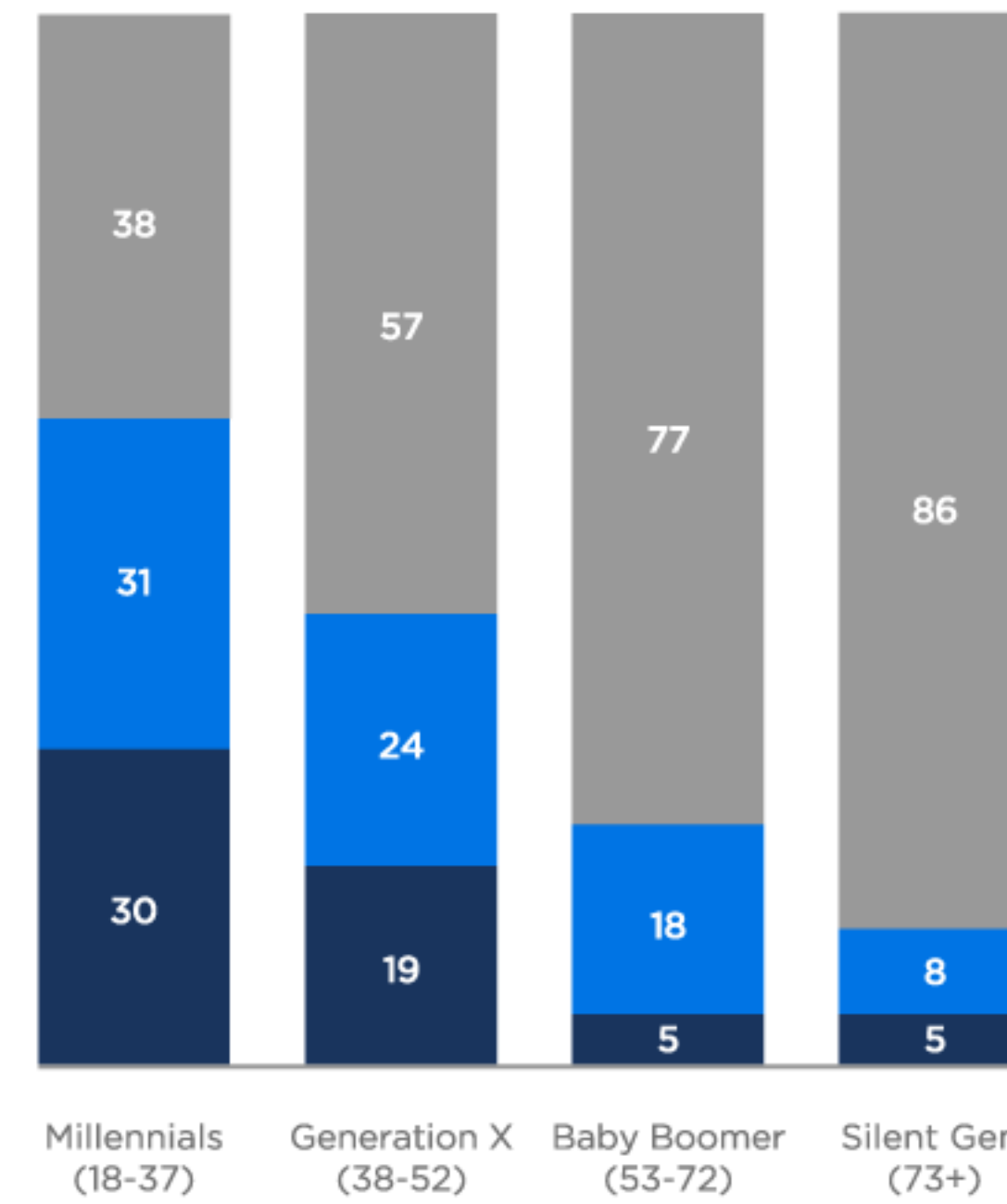
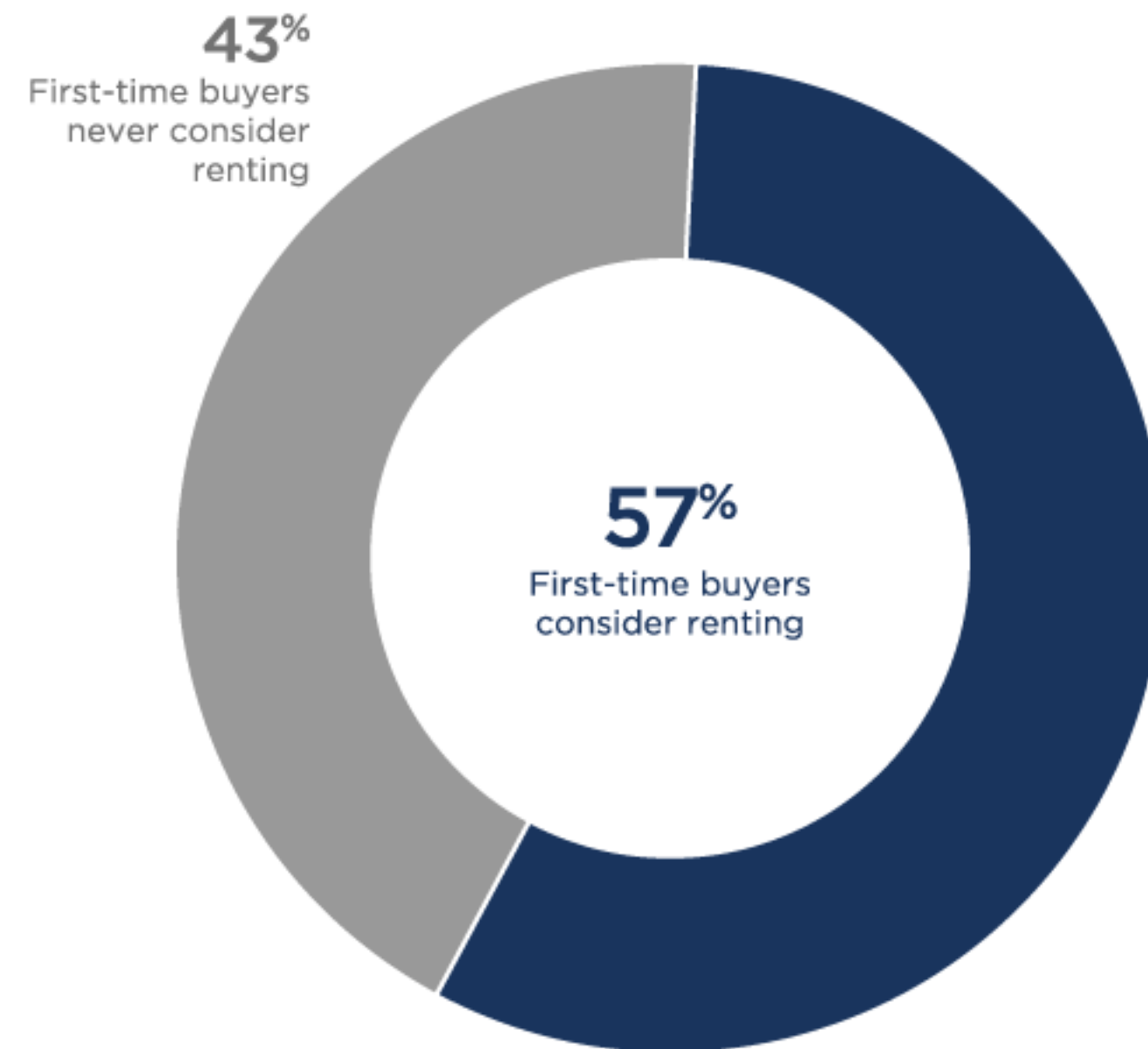
B-19: IMPORTANCE OF LENDER CHARACTERISTICS

Purchased home in past 12 months and obtained a mortgage.



B-3: ALSO CONSIDER RENTING

Buyers who purchased a home within the past 12 months.



● Yes - Seriously consider renting ● Yes - Think about renting, but is more serious about buying ● No - Never consider renting

2

PROVIDE HELPFUL INFORMATION

74% said the biggest benefit from an agent was helping them understand the **PROCESS**

- Marketing that makes hard-to-understand concepts easy (infographics, Ebooks, videos, slidedecks)
- Provide content that educates the consumer, is easily shareable in “snackable bites”

- Buyers spend an average of 4.2 months shopping for a home
- Half (51%) of buyers who use an agent involve them at the very beginning of their home search



BEST PRACTICES FOR MARKETING TO MILLENNIALS



SOCIAL MEDIA PRESENCE

Millennials are **MORE LIKELY TO USE SOCIAL MEDIA DAILY** with 62% reporting that brand engagement is more likely to make them a loyal customer.



BE AUTHENTIC

Millennials are willing to share good advertising, but **DISLIKE WHEN ADVERTISING FEELS DECEPTIVE**



believe brands say something about who they are, their values and where they fit.



INFORMATIONAL BLOGS

One in three millennials choose **BLOGS** as the top media source **BEFORE MAKING A PURCHASE**. Traditional media sources like TV and magazines have less impact on this generation.



AMY CHOREW

VP OF PLATFORM DEVELOPMENT,
BETTER HOMES & GARDENS REAL ESTATE

“

Make sure your website, blog and Social Media presence is a source of solid information for them. Don't rush a meeting or hit them with a sales or marketing pitch. Simply provide relevant information about the process and develop trust.

Why Content Matters

- 1) Showcase Your Expertise
- 2) Attract Your Target Audience
- 3) Engage Your Audience
- 4) Increase Your Reach
- 5) Build Trust



SHARE CONTENT TO BUILD YOUR ONLINE PRESENCE

3








- BE CONSISTENT
- QUALITY CONTENT
- PROFESSIONAL IMAGE

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

E-books, Guides, Reports & Checklists



RE/MAX

real estate central alberta

Each office individually owned and operated.

MARKET UPDATE

MARCH 1, 2018

Most Expensive
Home Sold February:
\$479,000

Most Active
Price Range:
**\$250,000 -
\$300,000**

Least Active
Price Range:
\$500,000+

Total MLS Listings
in Blackfalds as of
March 1

118

Year-to-Date
Sales

24

Up 4% from 2017

Number of Sales in
Blackfalds in
February

11

Current Sales to
Listing Ratio:

9%

Market: Buyers

5045 PARKWOOD ROAD, BLACKFALDS T0M 0J0
Ph: (403) 885-2477 | FA: (403) 885-2479

REMAXBLACKFALDS.COM

A close-up, shallow depth-of-field shot of a Canon camera lens. The lens is dark and metallic, with its internal elements visible through the front element. The background is a blurred city street scene with warm, golden light, suggesting a sunset or sunrise. The word "Canon" is visible on the camera body above the lens.

Canon

VIDEO

You TOP 5 REAL ESTATE VIDEO TYPES



COMMUNITY



LISTING



INFORMATIVE



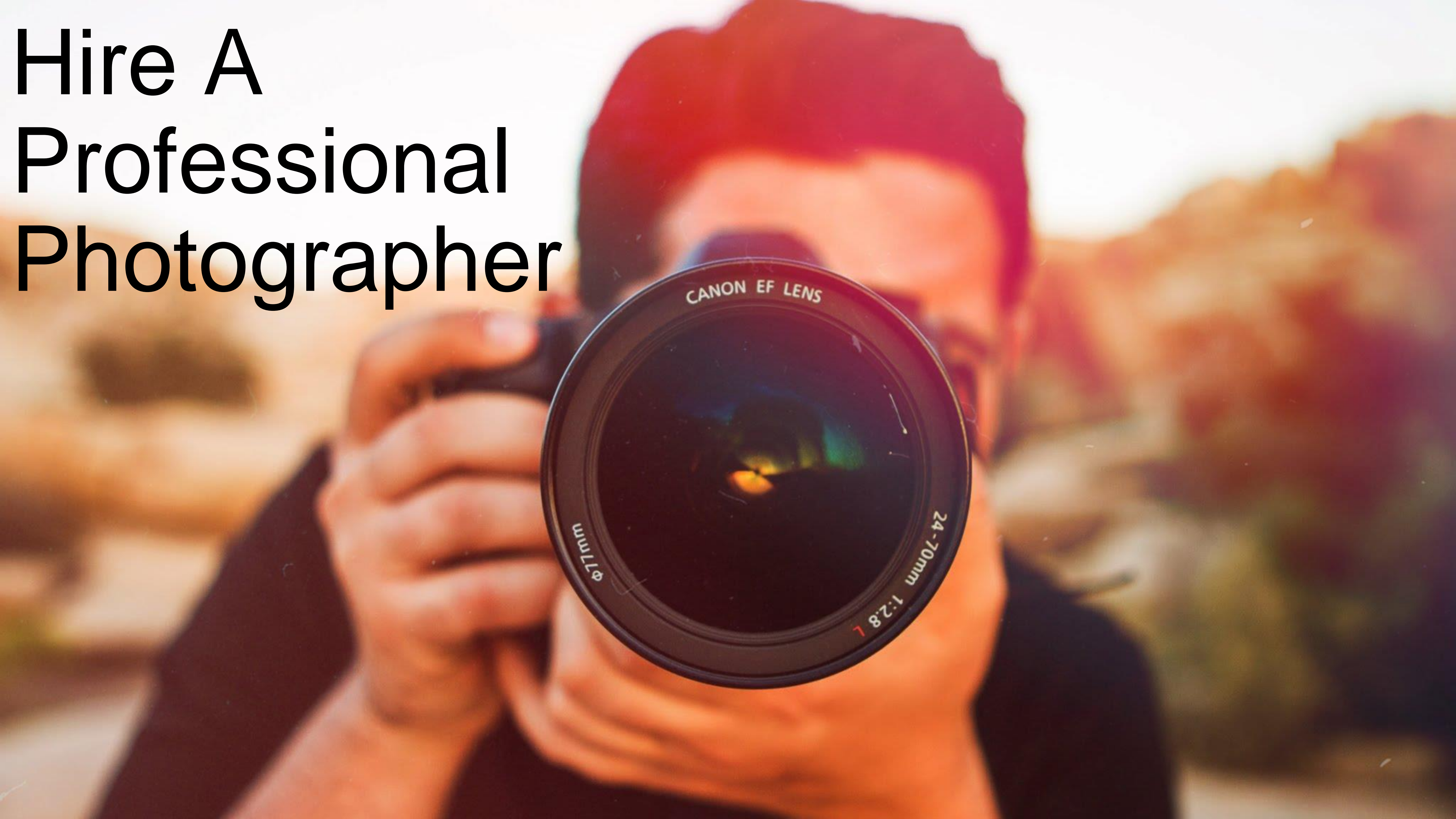
TESTIMONIAL



ABOUT ME

Source: The Digital House Hunt: Consumer and Market Trends in Real Estate, 2014 NAR and Google.

Hire A Professional Photographer





BUILD CREDIBILITY THROUGH REVIEWS

Millennial purchasing decisions are disproportionately impacted by customer reviews

45% of customers share their negative experiences over social media

35% post them on review sites

4

THE ULTIMATE GUIDE TO REAL ESTATE REVIEWS






Ask for Them!



Why Did You
Choose Me?

A woman with brown hair and sunglasses on her head is smiling and talking on a mobile phone. She is wearing a blue button-down shirt and a black beaded bracelet. The background is a blurred city street with buildings, trees, and a blue bus.

What Was Your
Biggest Concern?

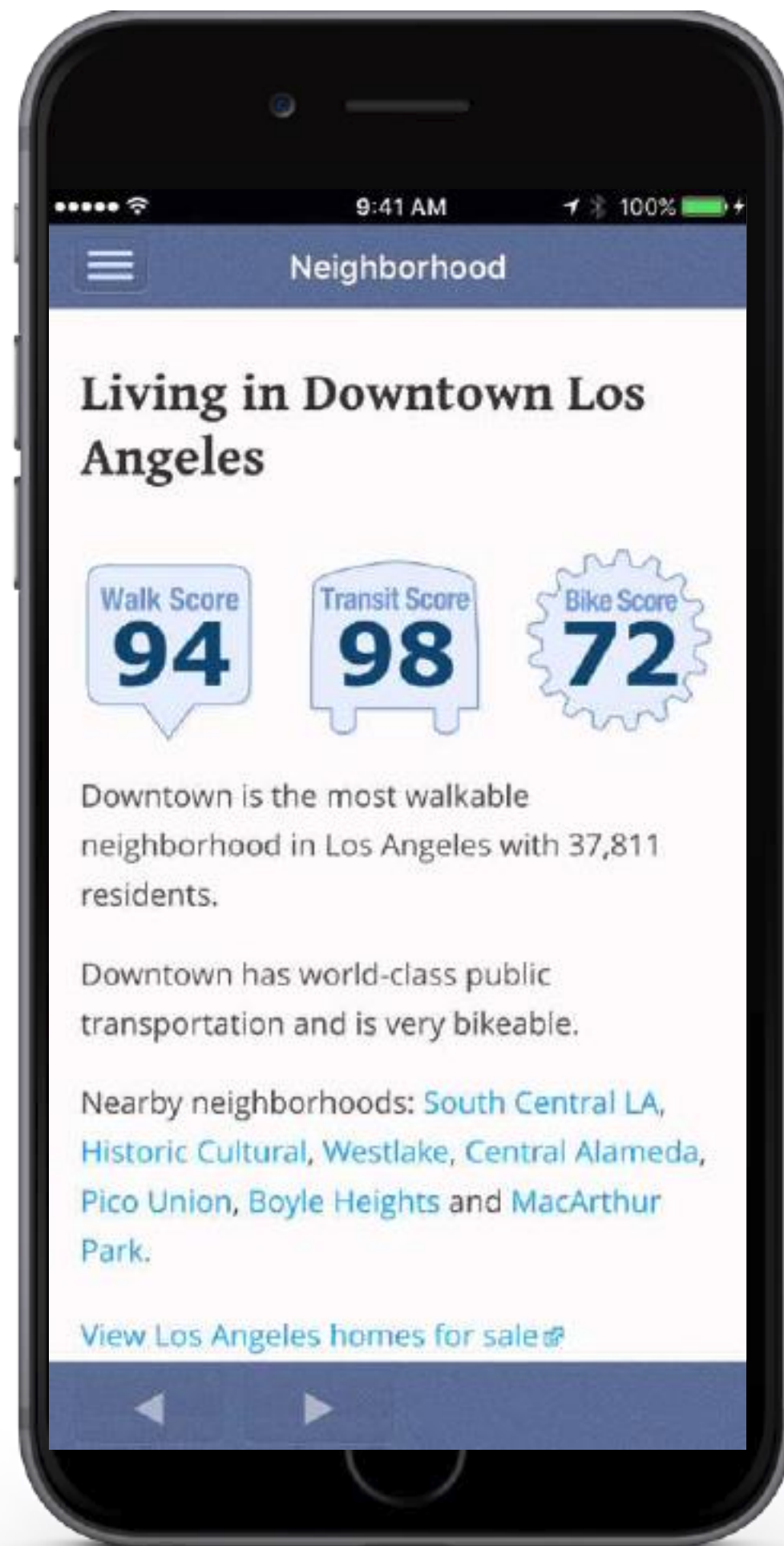


What Was
Your Result?

5

BE MOBILE FRIENDLY



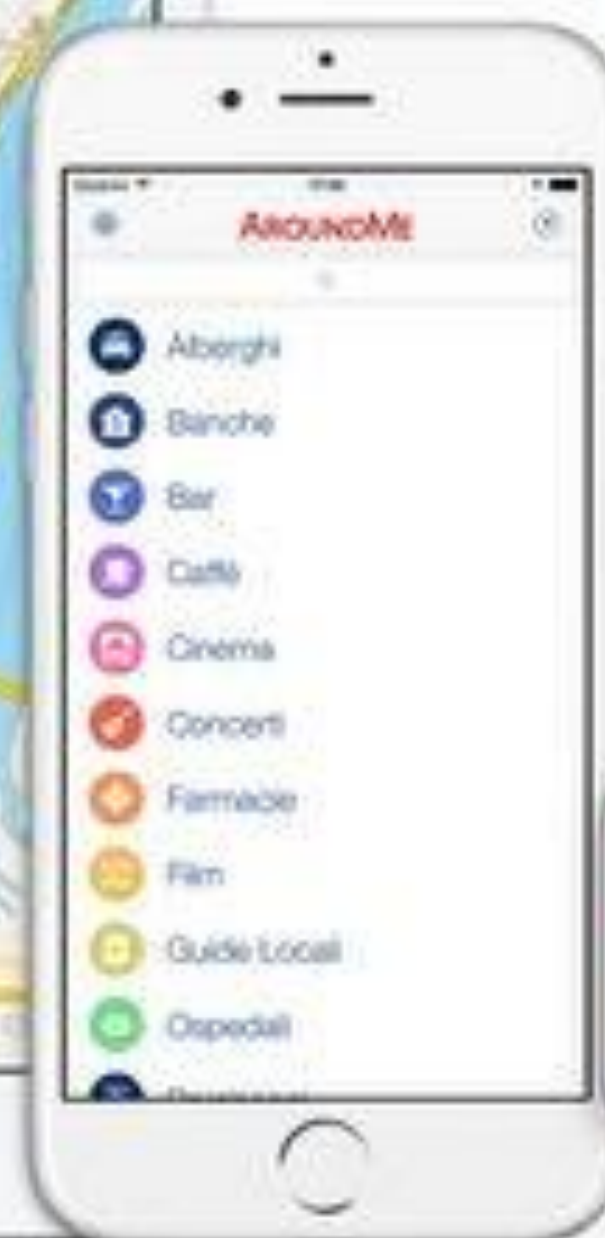


Walk Score® 

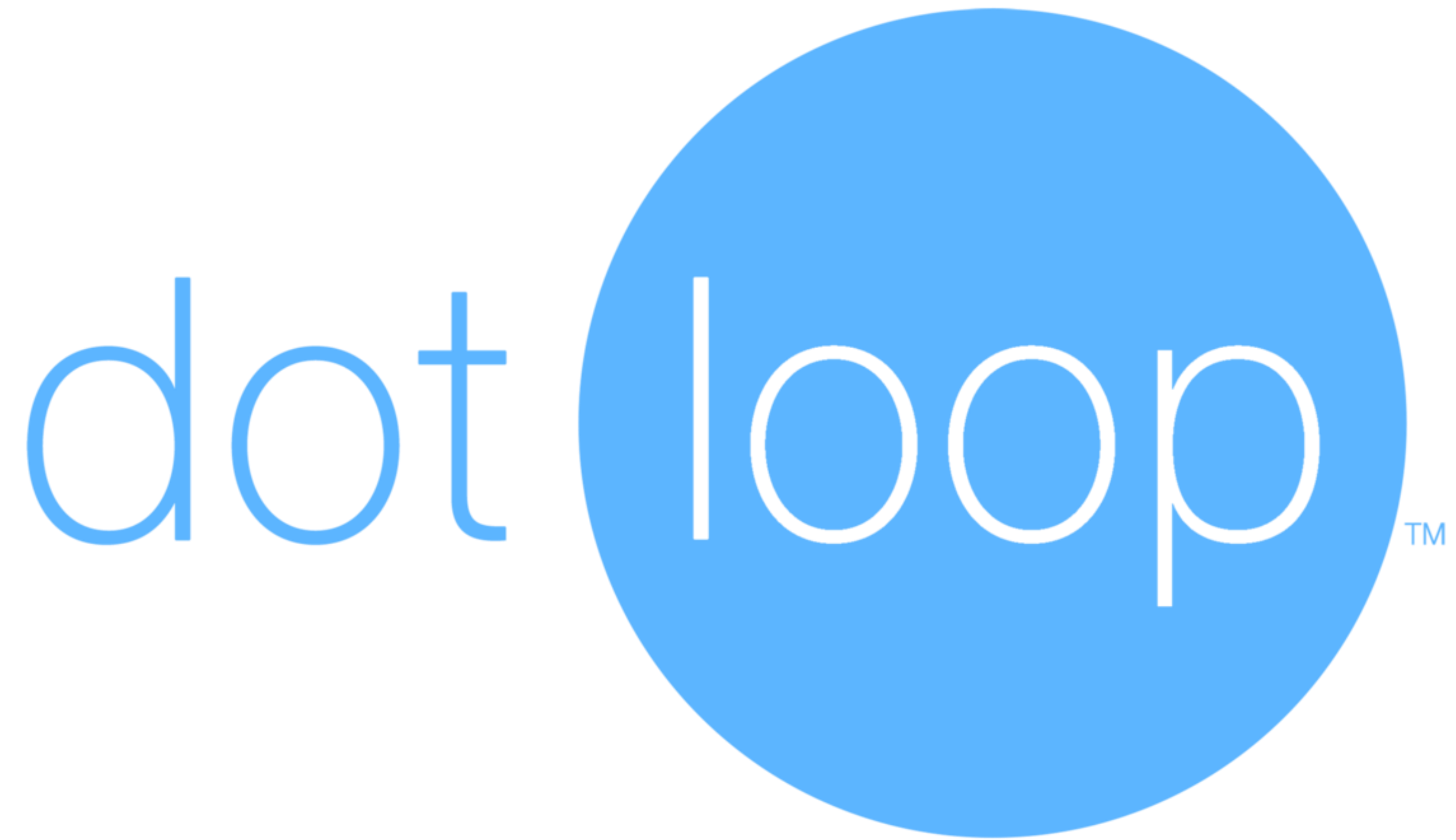


AroundMe

Because You're Going Places







peoplework not paperwork

Sortly

Sort your life

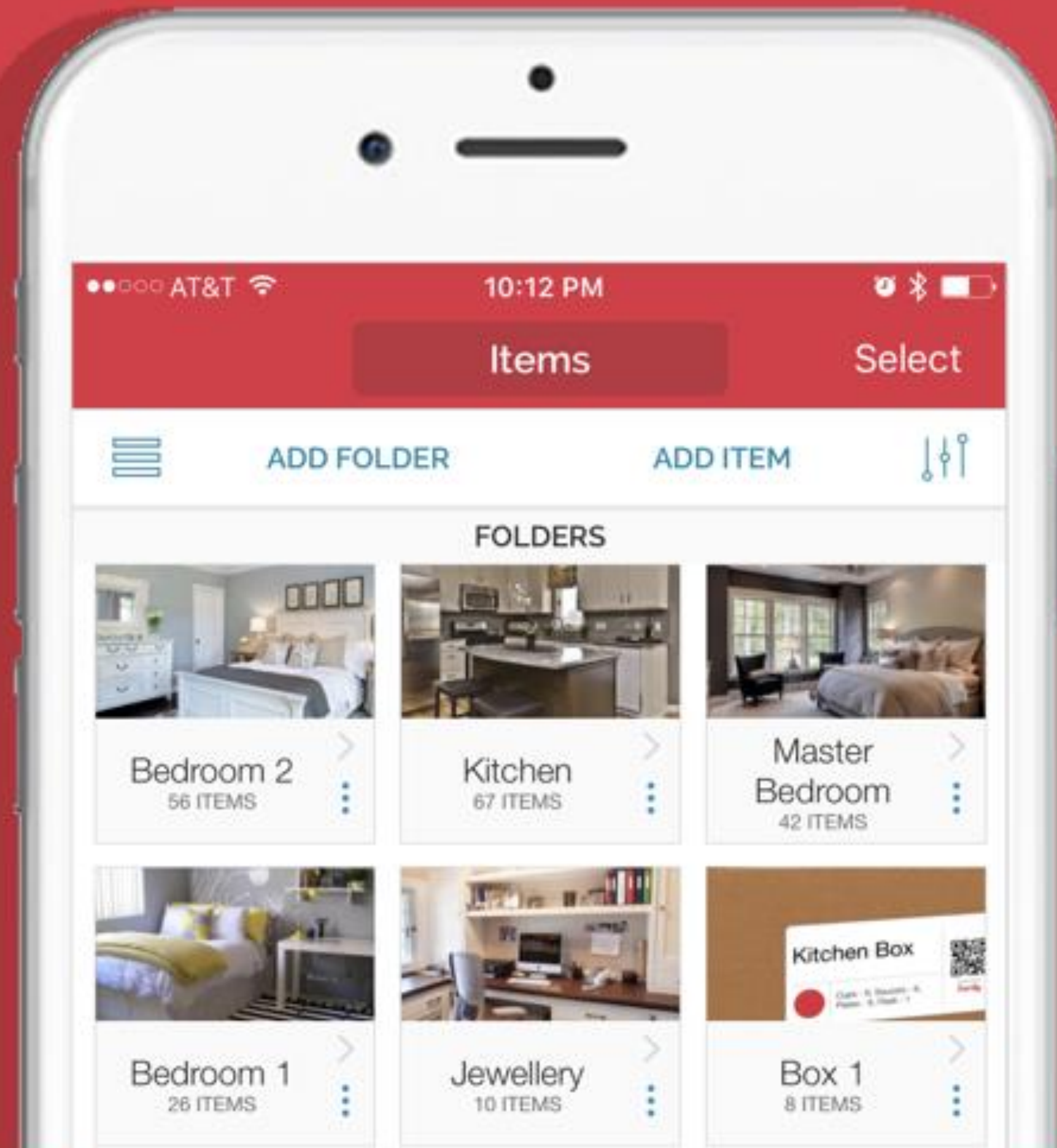
Organizing

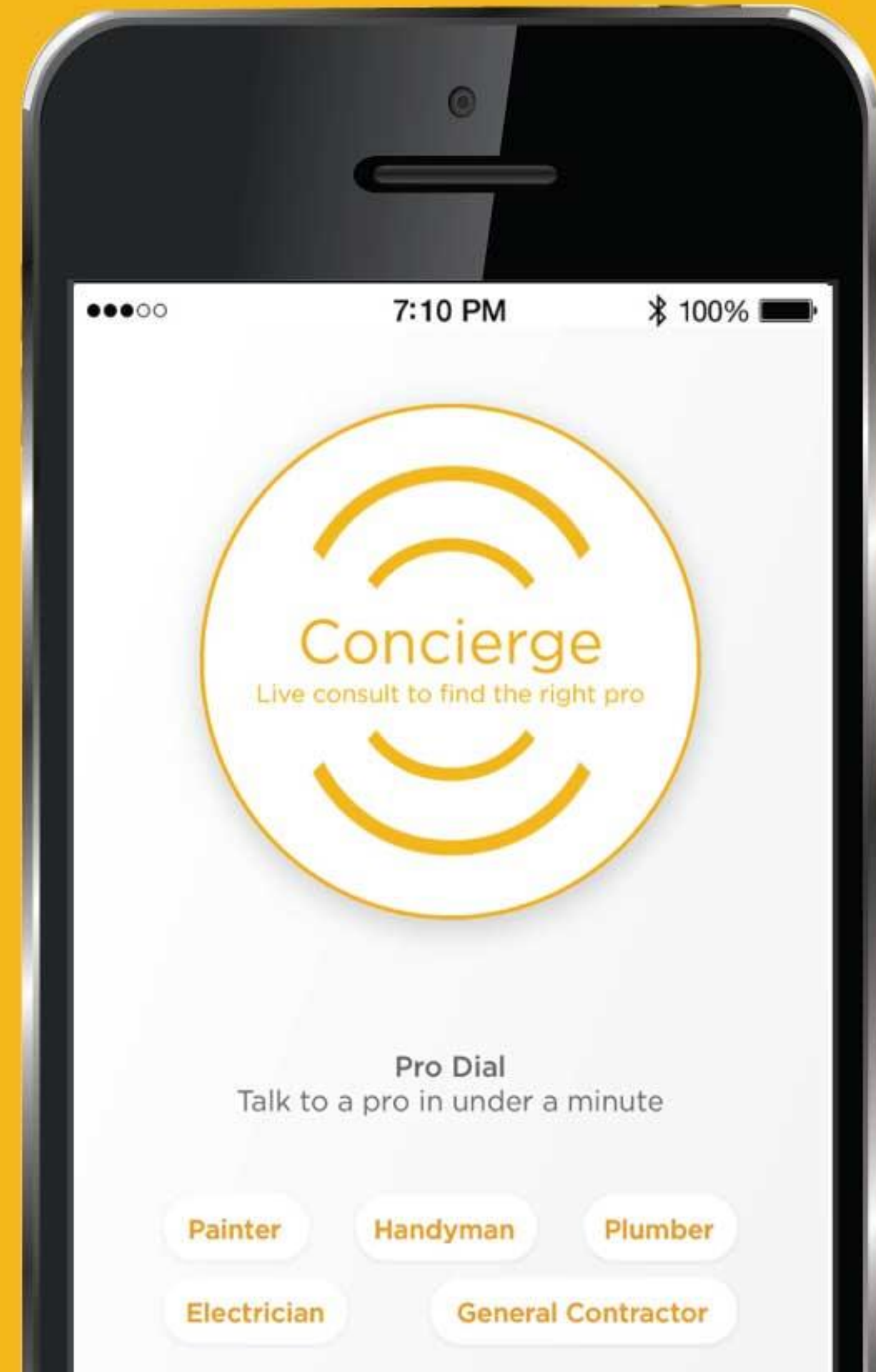
Moving

Collections

Small Business
Inventory

www.sortly.com





TOOLS AND RESOURCES





Get Five Stars



ANIMOTO

[HOW IT'S USED](#)[FEATURES](#)[PRICING](#)[Introducing
ANIMOTO FOR BUSINESS](#)

Make great videos. Easily.

Everything you need to turn ordinary
photos and video clips into rich videos.

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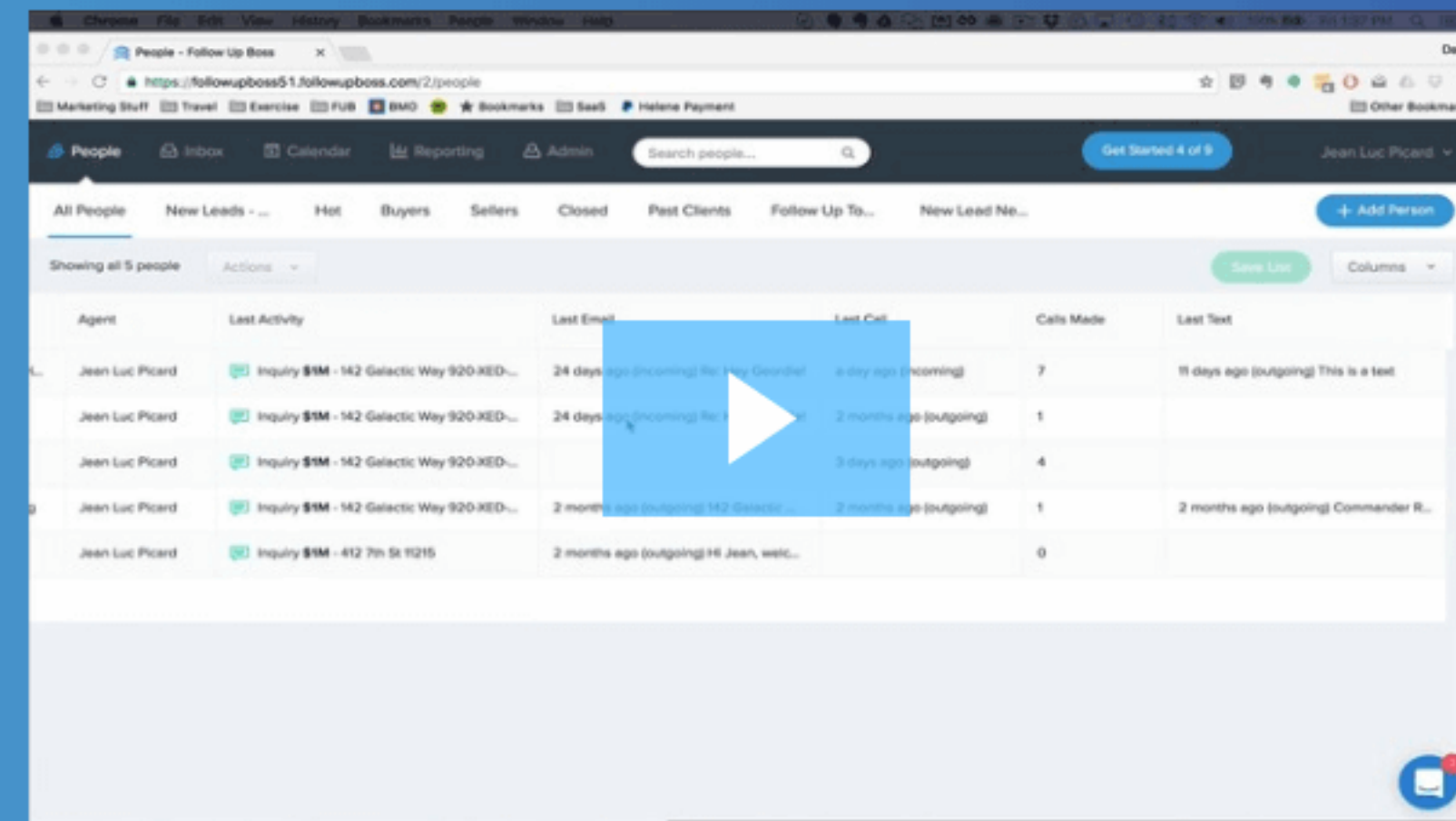
1 (855) 888-3829

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Appointments, Close More Deals

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No credit card required



We are doing way more follow up which has already resulted in
one extra deal (\$7,500 commission!)"



wave.video

**CREATE ENGAGING
MARKETING VIDEOS
IN MINUTES**

Infographics & Ebooks



KEEPING CURRENT MATTERS

WWW.KEEPINGCURRENTMATTERS.COM



Create a design

All your designs

Shared with you

Upgrade



Social Media



Facebook Post



Blog Graphic



A4



More...

Canva



Facet



Happy Notes



Learn to design

Get design inspiration



Empowering the world to design

AND WHY TO USE
FOR MARKETING

local marketing institute

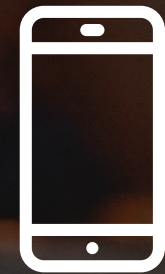


Every company has a voice.



IN SUMMARY

HOW TO CONNECT AND ENGAGE MILLENNIALS



Get tech and mobile
friendly



Build credibility with reviews and
customer stories



Stop selling, start helping



Align your brand with social
causes



Provide content that
educates



Be authentic!



white back

Logo

Main menu.

ABOUT	PORTFOLIO	MODELS	PARTNERS
-------	-----------	--------	----------

Scopy

250

250

← central align →

↑ scroll ↓

- ADAPTIVE CODING!
- HTML5
- CSS3

notifications ③

profile

social networks icons

Feedback Form

SERVICE

Good

Excellent

☐

☒

☐

☒

☐

☒

☐

☒

Grab a Coffee and
Discuss Your One
Big Idea?



You don't have to get it 100% right.
You just have to

GET IT GOING



A photograph showing the silhouettes of four people standing in a field at sunset. The sun is low on the horizon, creating a warm, golden glow. The person on the far left is wearing a jacket and shorts. The second person from the left is holding a skateboard up to their face. The third person is holding a skateboard high above their head with both hands. The person on the far right is also holding a skateboard up with both hands. The text "THANK YOU" is overlaid in the center of the image.

THANK YOU