

# Seminar Series

# First Time Buyers

# The Millennials

<http://riog.biz/fbs1stmill>



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# First Time Buyers: The Millennials

## Why do they matter?

- ~ Nearly 40% of all buyers are now first-time buyers.
- ~ 76% of first-time buyers are now Millennials.
- ~ Roughly 1/3 of all homebuyers in 2014 have been by Millennials.
- ~ From 2015 – 2025 Millennials are expected to create 24 million new households!



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**First Time  
Buyers:  
The  
Millennials**

**BUYING POWER**  
**Over 80% of Millennials  
are either  
financially comfortable,  
or expect to be soon.**



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**First Time  
Buyers:  
The  
Millennials**

**A distinct  
marketing program  
targeting  
Millennials  
is a must.**



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# First Time Buyers: The Millennials

## Understanding their communication style:

- ~ They prefer **texts** over phone calls.
- ~ They prefer **videos** over emails and other printed/written information sources. *You can learn how to do anything on YouTube.*
- ~ **Images** carry more weight than words.
- ~ They expect a fast (**instant**) response to messages.
- ~ They **hang up** on voicemails.
- ~ They are very **brand sensitive**.



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# First Time Buyers: The Millennials

- ~ Already motivated – tired of living at home with their parents.
- ~ They have seen house prices come back up.
- ~ They have a fear of being priced out of market.
- ~ Rising interest rates are making them nervous (more motivation).
- ~ Research, research, research – they know their neighborhood better than you do.
- ~ You do not “find” them a home – they find their own home!
- ~ You must market and present yourself as the Expert/ Consultant/ Helper.



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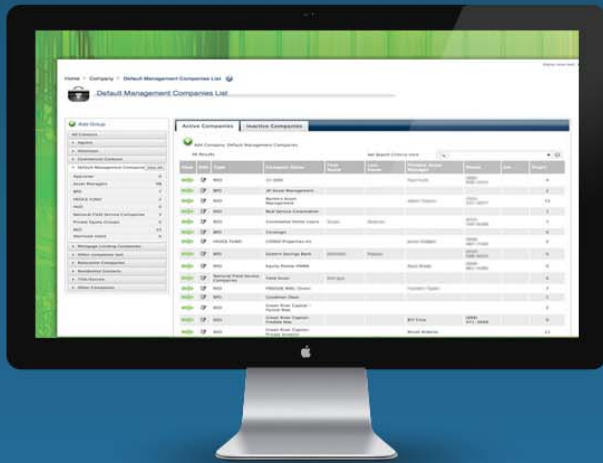


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