



Striking Gold with Millennials

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What Are Millennials

- “Millennials Are Kids”
- Birth years - early '80s through the mid '90s
- Gen Z
- Characteristics:
 - Multitaskers
 - Tech-savvy
 - Connected to others through social media
 - Want instant gratification / recognition
 - Work-Life balance is very important
 - Want transparency





Join our team. save the fishies

Millennial Themes

- Partner vs Purchaser
- Personalized Products
- Connections are important
- Insecure Today, Optimistic for Tomorrow
- Wants to Make a Difference
- Life is an Adventure



Why You Should **Work** With Millennials

In the next 10 years, Millennials are expected to purchase an estimated **10 million homes!**

More than **20 million** first-time homebuyers will enter into the housing market.

In the last 2 years, homeownership for Millennials increased from 27% to 47%

25% of all mortgage purchase request on LendingTree were from Millennials.

Bank Of America says 72% of Millennials consider homeownership a top priority

Baby Boomers only have about 1-2 transactions left

CLV

Customer Lifetime Value

Millennials are the largest share of home buyers in the market today.

36% Millennials (32 & younger)

32% Baby Boomers (53-71)

26% Gen Xers (38-52)

6% Silent Generation (Over 72)

- 84% of home buyers would use the same realtor again
- How much do you expect to make off one person?
- People live in an average of 11 homes in their life (8.5yrs)
- Millennials still have about 7 homes they will live in



FTHB

37% of Home Buyers are Millennials/Gen Yers.

Of those 65% were FTHB.

Fostering those FTBM soon will create a lasting relationship along with multiple transactions.



Raleigh First Time Home Buyers

We understand that buying your first home can feel a little daunting. That's why Linda Craft & Team's exclusive buyer specialists are here to guide you through the process, so you can be assured you will find the right home and avoid mistakes. When you work with us, we provide exclusive representation, years of experience, and a free moving van to help facilitate the process. And we even try to have some fun with our clients, too. Take a look around to discover more information about buying your first home in the Raleigh, NC area.



The Digital Community

The digital community are no the rise changing how you work sales.

Traditional calls-to-action are becoming less and less effective on millennials

- List With Us
- Talk With Us
- Show Me My Home Worth

You need to appear as a friend instead of as a sales person

9:55am *Brad Carroll received a text:*

🗨️ Yes!

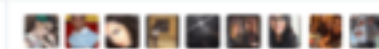
9:54am *Brad Carroll sent a text:*

🗨️ Hi, ready to buy that house yet?



@bguerns13 edible food

RETWEETS 12,104
LIKES 14,776



10:53 AM - 22 Jan 2016

Email or

Email Performance

Text Performance



24%

Open rate of emails **24%**



98%

Open rate of Text messages is approx **98%** (That too in under 5 seconds)



90min

It takes the average person **90 minutes** to respond to email



90sec

But only **90 seconds** to respond to a text message



4.19%

Emails have a CTR of **4.19%** on an average



45%

While texts have a **45%** average response rate

The Social Media Era

Provide Irresistible Content

Feature the right Amenities

- Easy Information

- Keep a Theme

- Ask For Referrals

- Right Close to Action

-



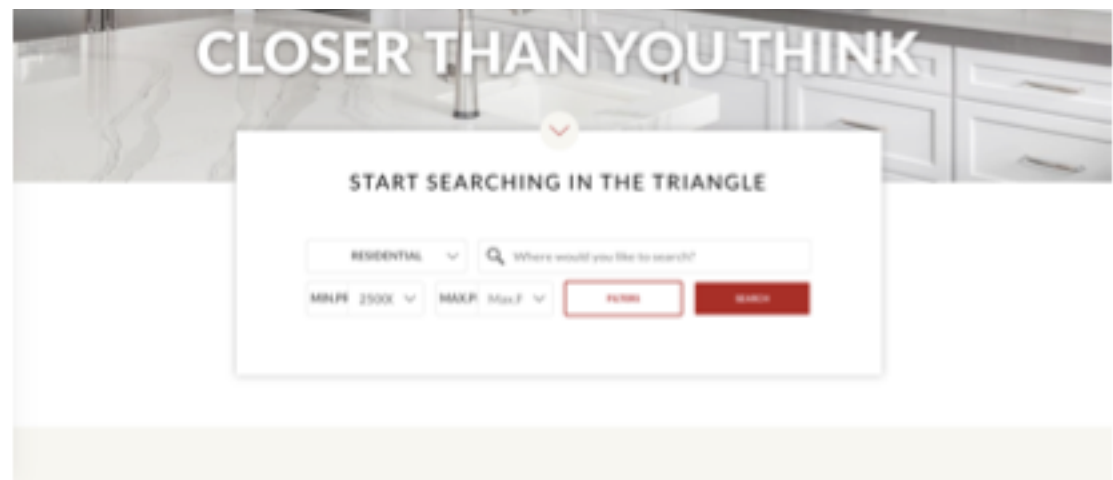
Design to



Keep in Mind



Come explore the Greater Raleigh Triangle area. Discover its diverse communities and find the perfect place to call home. It all starts right here.



- Visual Buyers
- Give them what they want & quickly
- Focus on Imagery
- Its not about words its about how the words look
- Self Service
- Mobile Friendly

YOU'RE A WINNER AND YOU'RE A

WINNER

YOU ALL ARE WINNERS

memegenerator.net



Thank you for attending

REBootCamp

NORTH CAROLINA

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