



In 2019, Millennials became the largest generation group of homebuyers. This generation of buyers, who are between the ages of 21 and 38, account for 37 percent of all home purchases. "The largest cohort in America is growing up and becoming more traditional in their buying habits," the report notes. ~ Realtor Magazine 4.1.19

## You need to know how to market to Millennials!

- 1** **Make sure your product is Instagram-worthy;** Social-media presence is a badge of acceptance.
- 2** **Let your audience be your star;** focus on user-generated content. Tap into their interests, find alternatives to traditional ads.
- 3** **Focus on word of mouth;** If a Millennial hears a recommendation from a friend, they are more receptive to becoming a client.
- 4** **Meet them in person;** Find ways to connect in person, seek out events geared towards Millennials.
- 5** **Be genuine;** Authenticity is worth its weight in gold. Make sure your content is real, if it looks like an ad, it will be skipped over.
- 6** **Be relevant and engaging across all platforms;** Millennials are always the first to work with new forms of technology. Use striking photography and video content.
- 7** **How you respond;** Millennials are used to instant gratification so be sure to provide a quick response that offers efficiency. If you fall short on keeping them engaged they might move on to the next best opportunity!