

15 Things Millennials Want From the Home-Buying Process



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As America's largest generation at nearly 80 million strong, millennials are poised to dominate the housing market over the next decade-plus. So, how do real estate professionals find success with millennials? Here's a 15-point list to help provide the answers.

1. Millennials want transparency. Thanks to the recession, young people are skeptical of financial institutions and won't sign paperwork they don't understand. Be prepared to explain each document and its relevance to the home-buying process.

2. Millennials like to be hands-on. Millennials like to crunch their own numbers and see the estimated cost breakdowns themselves.

3. Millennials favor companies with a conscience. Want to impress a young person? Prove your company is interested in making the community a better place.

4. Millennials appreciate handwritten notes. Yes, young people enjoy instant communication like text messages. But in our digital-everything world, a handwritten note is special and will make you stand out.

5. Millennials need constant communication. If millennials don't hear from you on a regular basis, they will think something is wrong. Don't be afraid to over-communicate.

6. Millennials want to feel special. Make sure you take pictures of millennial clients at the closing

table and send along the photos as soon as possible so they can share on social media.

7. Millennials will Google real estate professionals. Millennials put every real estate agent and

A millennial might
be "Googling" you
right now...



lender through the "Google" test to see what you're all about.

8. Millennials prefer customization. Millennials can't stand cookie-cutter deals. Make them feel unique, and it will go a long way.

9. Millennials love these three real estate apps:

- Sitegeist: Learn about your surroundings in seconds using publicly available information.
- Dropbox: Store and share documents (for contracts, pictures, etc.).
- ColorSnap: Take a picture of a room and paint the wall using

your fingers.

10. Millennials will try to outsmart you. Know your stuff ahead of time and, if possible, link them to articles, guidelines and further information.

11. Millennials will judge your website—harshly. Millennials know what a "nice" website looks like, and an outdated one might keep them from working with you.

12. Millennials need realistic expectations. That's why pre-approval is critical to a smooth transaction. Then, young people know what they can afford.

13. Millennials want online documentation. Nowadays, you can access online critical documents, such as paystubs, bank statements and tax returns, for loan applications online.

14. Millennials are skewed by HGTV and DIY Network. Shows like "Love It or List It" and "Rehab Addict" have made millennials think they can have all the upgrades and get a deal. That's another reason why, at the start of the process, young people need to know what they can truly spend on a home.

15. Millennials are young, smart and serious. Gen Y is young, sure, but it's also smart enough to do its research and serious enough to do what it takes to buy a home. The quickest way to win them over: Know your info, be honest and treat your online profile with utmost care. Remember: A millennial might be "Googling" you right now. ~

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100-degree heat, picking up supplies or doing a speaking engagement at a health fair, he has such diverse knowledge. He's always willing to go the extra mile!"

She added, "With his story, not only about with the transplant, but his cancer, too... how many people are visiting our website and

learning about the donor registry thanks to him?"

According to Hurst, 135,000 Americans are currently awaiting a transplant, and 18 people die each day while awaiting a donor organ. These statistics help drive Williams to give back through volunteering.

"Love your family and God, and try to make a difference. That says it all. That's all you can do," he said.

To learn more about LifeNet, organ donation and volunteering for the organization, visit LifeNetHealth.org. ~