

# Client.com Needs To Focus On Millennials.

Millennials \$100 Billion in purchasing power, largest generation now. They were the generation in their parents basement 10 yrs ago, but now they are emerging to buy their dream homes with all that saving they did. Millennials held the highest share of home buying activity out of all other generations for the fifth consecutive year.

[From their parents' basements to dream homes: Millennials are skipping starter houses](#)

## They've Come of Age Differently

They expect to live in a home half as long as previous generations, it's not necessarily an investment as a necessity. They value flexibility and fluidity. They go online first... 94% to be exact rather than going to an agent. Over half say they plan to buy in the next five years. Last year they made up 36% of all homes bought.

- Because they start online and they have grown up around technology, website performance and features are simply a must and that performance isn't measured on a desktop... its on a phone. They don't use real estate agents until after they have researched first.

In 2019 they become the largest population. They span 1980 to 2000, they're late in the game with getting out on their own .. having 9/11 and the Great Recession and foreclosures dominating their teen and young adult lives. They value experiences over items. They want a personal connection even with the businesses they buy from... they expect it to be now and don't pay for shipping and handling or other added fees.

## They Trust Differently

They don't like discounts, but they love a deal. Think Groupons and loyalty programs over coupons, while they are the same things..they aren't. Groupon is digital and saving the earth of printing all that paper and loyalty programs build relationships with them... gamification with points they earn.

Social Media is often their introduction to a concept or product often through a friend. They research these findings then online but it's key to be active on social media so you're who they are researching. The absence of a social media presence directly diminishes authenticity, it makes no matter if you have a brick and mortar location ... they don't want to see it.

Don't confuse social media with being social. They go to bars to see people they already know, they meet new people online. They like ordering food online, avoiding having to call a restaurant. They hate phone calls. They meet their partners online. They're actually considered the highest anxiety suffering generation.

## They Use Different Tools Than Previous Buyers

When something great happens in their lives they'll post about it. Pinterest allows them to share decor, reddit and blogs allow sharing advice, Twitter and Facebook get their quick snippets but they are visual. They want pictures and they want videos. Virtual walkthroughs and DIY videos are the best way to engage with them. Instagram is hugely popular, more so than traditional Facebook. Facebook Messenger is a substantial medium to engage with them. Snapchat is also growing in its popularity possibly because of privacy concerns with traditional medium.

## The Plan

We have to actively seek to be a presence on social media to be trusted and seen as authentic. Our content has to be highly visual and authentic. They like seeing each other's dinner plates they don't want to see a staged image. We need to make 3 to 4 minute long videos where we talk "with" them about the things they want to know in our market. We have to establish ourselves as the authority by giving them advice but they need to trust us so we have to do it in the same ways they talk to each other. No green screens .. no powerpoints with voice overs. They should be able to research us through the apps they research each other. So we should establish social media accounts and post these videos with #hashtags on trending news to get their attention.

## Meet Them On Their Ground

If we are advertising we should be doing it on Facebook but also Instagram and Snapchat. Snapchat offers geolocational pinpoints. Advertising over housing events is a great way to give them our service on a medium they are using at just the right relevant moment. SEO wise we need to write articles to coincide with those moments that likely proceed a home purchase.

They're building families now and focusing on those kinds of home buying motives would be smart. Providing the added extra benefit of school and crime info along with a comp report wouldn't be hard but it would be seen as that extra value.

We could even create a quiz that asks silly questions to determine what kind of home they are...a ranch style, a bungalow, they share those things with each other and that shares our presence.

We should also do top 5 or top 7 lists of things they should know before buying a home or these are the top 4 things buyers wished they knew.

A column on the site like a Dear Abby thing would likely be awesome. We can leverage the grandmother and the sisters aspect of your story to help build that trust and it is text which they love and it's on their time not an anxious event. We should consider Groupon. Not to make money but for initial exposure, backlinks and reaching them in their medium. It's already somewhere you guys should be offering your real estate coaching services.



### Mary Kay Jenny

96% off Real Estate Agent Course

Course aims to teach students how to be a successful real estate agent, covering topics such as attracting clients and

★★★★★ (2,896)

~~\$429~~ \$19

96% OFF

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One Exam Advantage Kentucky Pre-Licensing Real-Estate Pack...

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~~\$489~~ \$261

★★★★★ (541)

47% OFF

Those reviews give an idea on the amount sold but they're also likely just gateway events to foster more business with buyers. How do we do the comps here? ( For the Consult Level ) Well we add to what it already is ... How much is that home worth and the factors of that local area that affect them. Taxes, Schools, Crime, Parking, Walkability ... Then we list the price at \$39 like the website has but here is a deal it's \$25. Groupon takes its cut and you'll get yours as well as the exposure.

That exposure is the real win here. As long as you break even on the Groupons the traffic to your site will improve indirectly by SEO ranking with social mentions, traffic and backlinks. You'll have more customers who never saw the Groupon because of the Groupon.

## Structure of Site

I'd also suggest segmenting the site for the audience. As I see it we have 4? Real Estate Agents, Investors, Buyers and Sellers. Each is expecting pertinent information specific to their perspective and needs. These may be different sites or just different landing pages on the existing site. Maybe the homepage acts as a separator and funnels them into their own areas. The added features we offer are also likely somewhat different. For agents you are providing leads, for buys your providing a crash course in becoming a homeowner, for sellers you're providing tips to maximize their home's chances at selling well and for investors your likely doing both buyer and seller but at a more educated level.

Site Application ( kinda make it similar to an online dating app...something they trusted enough to find the person they married?)

The online application should be tailored to the audience. Make the print larger and no more than 5 questions per page so the user does not look at the length all at once. Provide them with the opportunity to upload images, they have them and they want to share. Making the form responsive to their answers also may be well received. To help them complete the sale we should offer generic demos so they know what they might expect.

[Marketing to Millennials: Tips for Reaching a New Audience - Groupon](#)  
[Why Millennials Don't Like to Make Phone Calls | Inc.com](#)  
[Wondering why that millennial won't take your phone call? Here's why ...](#)

So Generation Mute doesn't like phone calls. Good. Who wants to talk ...  
Why You Should Never Cold Call a Millennial (And What To Try Instead)