

# Reach Millennial Buyers

By JOE SZYNKOWSKI | Green Shoot Media

Millennials are people born between 1980 and 2000, and according to the National Association of Realtors, they are a dominant force in the housing market.

In fact, a 2016 study by the group showed they comprise the largest segment of today's buying market.

To impress this young group of buyers, convenience, technology and modern design are key. Knowing the audience to whom you are selling will make the sale much easier.

## A HOME OFFICE

According to the United States Census, more than 13 million Americans work from home, and that number will likely rise in the coming years. A home featuring a dedicated space for professionalism will outshine homes without.

Even if your spare room is currently set up as a bedroom, your Realtor might choose to portray it as an office during an open house or other showings.

## SMART HOME

Today's technology offers some exciting innovations in how people live in their homes. To stand out in a market with many options, consider installing some of these "smart products" before putting your home on the market:

- **Smart light bulbs:** Creating



a network of light bulbs that are controlled by mobile apps on smart devices can be appealing to a generation who grew up as technology boomed.

- **Smart thermostats:** The convenience of controlling your heating and air units has been rising in popularity. Innovative thermostats that operate with an app make this achievable. Some models will

even learn a user's behavior and program itself.

## MODERN KITCHEN AND BATH

Remodeling these rooms before your home goes on the market can provide great advantages. Experts say most millennials are on limited budgets, and these rooms generally cost the most to renovate.

Offering these rooms as

move-in-ready and appealing to a younger audience will motivate buyers.

Of course, since the kitchen and bathrooms are considered the most expensive for renovations, you need to be honest with your budget, as well. Gather quotes from licensed contractors to learn how much it would cost you.

It also can be a good idea to share your plan with your

## REAL ESTATE 101

### What Millennial Buyers Want

After a 2016 survey of home shoppers, Realtor.com predicted that more than half of homes bought in 2017 would be bought by first-time buyers — most of whom would be millennials. Seventy-eight percent of buyers 25-34 were expected to be first-time buyers. Thirty-nine percent of millennials were expected to be in the market for a single-family home, with 34 percent shopping for townhomes.

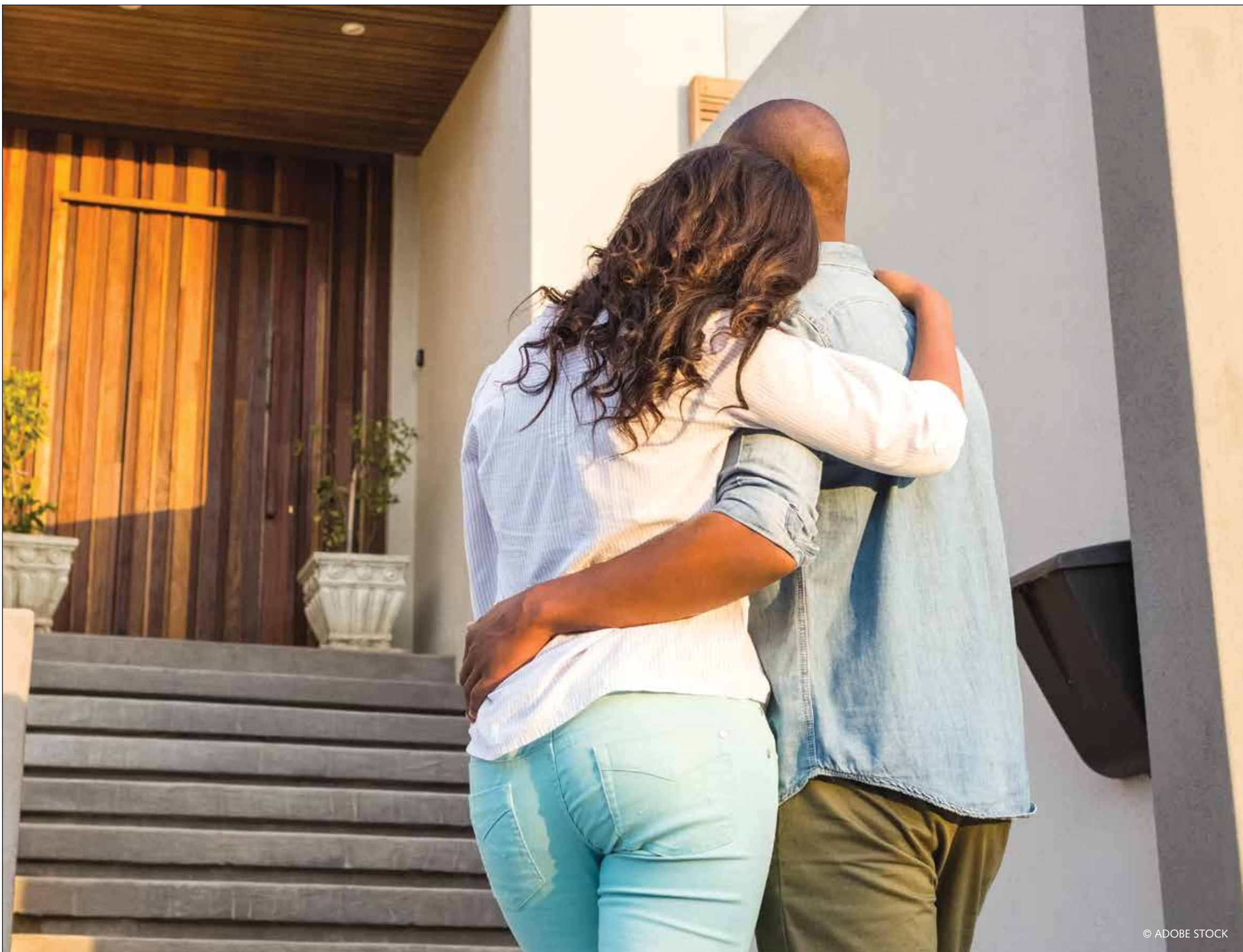
Realtor to find out how much of an impact these renovations would actually have in your local market.

## ENERGY EFFICIENCY

There has been a surge in buying "green" homes. Millennials are generally concerned with the environment and want to show it with their living space.

Consider updating to Energy Star appliances or even contact an energy provider about going solar. Solar technology will pay for itself over several years. This is another expensive investment that you won't see the benefits from when you sell your home.





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### What Do Millennial Buyers Want?

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### HOMESWISE GLOSSARY

**Origination services:** Any service involved in the creation of a mortgage loan, including but not limited to the taking of the loan application, loan processing, and the underwriting and funding of loan, and the processing and administrative services required to perform these functions.

**SOURCE:** Consumer Financial Protection Bureau

# AD SPACE