

NATIONAL ASSOCIATION OF REALTORS® | ☆ABR

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Today's

Buyer's Rep

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Join the ABR® Crowd!

Join today!

Business is happening in the ABR® Referrals & Networking Community on Facebook. Each day, many of the group's **11,600+ members** have conversations, share tips and referral opportunities across and beyond the U.S.

Don't miss out on the **Virtual Networking Events that occur twice a year** where designees discuss successful strategies for expanding their network and marketing their business.

DESIGNEES ONLY:

Upcoming Virtual Networking Event | **Tuesday, September 17th, 2024 | 10 AM Central Time** | **Zoom**

Click here to join!

ABR® SPOTLIGHT

April Baker

ABR®, PSA

Company

Smart Realty

Area Served

Baltimore City and its surrounding counties

Time as an ABR®

2 years

What do you like most about working with buyers?

I enjoy the entire process, especially the first encounter when they are young and ambitious. When it's their first time purchasing a home, we go through all the steps together, from obtaining the pre-approval to reaching the closing table. I always feel immense joy watching my clients' faces light up after making a life-changing decision and finally completing it.

What is your favorite ABR® member benefit?

There are so many great member benefits and tools we can utilize to keep us in front of potential clients. It's hard to narrow down one, but I especially like the TBR HotSheet for its up-to-date information, market insights, and tips to share with our clients.

How has the ABR® designation impacted your business?

My clients take comfort in knowing that I have put in the time to study my craft and strive to be their best asset in the homebuying process.

What is your favorite inspirational quote?

"Do something today to make your future self proud!"



Get Ready for Gen Z Buyers

Baby boomers and millennials have dominated the homebuying conversation in recent years, but Gen Z has "entered the chat."



According to the National Association of REALTORS® 2024 ***Home Buyers and Sellers Generational Trends Report***, Gen Z made up 3% of home buyers and 2% of sellers in 2023.

As more Gen Zers enter adulthood, they are poised to become a significant force in the real estate market. To effectively engage this growing market segment, it's essential for real estate professionals to get to know Gen Z and adapt their business strategies to meet their communication style, buying preferences, and needs.

Who is Gen Z?

Born between the mid- to late-1990s and early 2010s, Gen Z is the most racially and ethnically diverse generation in U.S. history.

Gen Z is the first generation to grow up entirely in a digital age, which significantly shapes their interactions, education, and viewpoints.

Here are some characteristics that define Gen Z:

- They are hyperconnected and spend an average of 10+ hours per day online.
- They have a strong social consciousness and advocate for environmental and mental health issues.
- They value diversity, inclusivity, and equality in their lives, communities, and the brands they support.
- They are risk-averse and practical.
- They are frugal and financially savvy, showing an aversion to debt and a preference for saving over spending.
- They are on-demand learners and want information available at their fingertips.
- They expect quick, efficient digital communications with people, service providers, and brands.
- They are expert online researchers and will reference many sources to verify information and get to the truth.
- They value customization and personalization of products and experiences.
- They trust opinions and recommendations from friends, family, and influencers more than online reviews because they know that testimonials can be manipulated and incentivized.

Gen Z buyer behaviors

The American Dream is alive and well among Gen Z. A recent survey by Rocket Homes® of adults ages 18 to 24 found that 86% aspire to homeownership, and 45% are looking to purchase their first home in the next 5 years. While that might be optimistic due to persistent low inventory and high home prices across the country, Gen Zers are entering the housing market earlier than millennials and their parents' generation.

NAR's research shows that Gen Z buyers aged 18 to 24 are generally entering homeownership with a median household income of $72,300, understandably the lowest among buyers. Most Gen Z buyers are married couples (32%) or single females (31%), and 88% do not have children residing in the household. Generally, Gen Z's lower incomes lead them to choose older homes in more affordable markets.

While the sample size of Gen Z buyers is still too small to be definitive, the following behaviors, preferences, and motivations have generally been observed:



Importance of technology:

Gen Z home buyers are highly reliant on technology for their home search and real estate education. They use real estate apps, social media, websites, and virtual tours extensively.

Financial education and preparedness:

This generation is financially cautious and diligent about saving for down payments. They are also interested in financial products that can assist with home buying, such as first-time buyer programs and low down payment mortgages.

Preference for sustainable living:

Gen Z prioritizes sustainability and are more likely to invest in homes with energy-efficient features, sustainable building materials, and eco-friendly amenities. You can become a leader in green real estate with the Green Designation, visit green.realtor to learn more.

Desire for flexible spaces:

Gen Z buyers prefer homes with flexible and multifunctional spaces. With the rise of remote work and the gig economy, they value home offices, gyms, and other adaptable areas within the home.

Community and lifestyle factors:

Community and lifestyle are crucial for Gen Z. They look for neighborhoods that offer a strong sense of community, safety, and access to social and recreational activities. Proximity to friends and family is also an important consideration.

The Home Finance Resource certification will help you gain a deep understanding of the loan origination process to better guide clients through potential mortgage challenges and recommend the right resources and professionals to help.
See Page 8 to learn more or visit hfr.realtor.



Strategy

Adapting to Gen Z's unique preferences

Strengthen your online presence

A strong online presence, including mobile-friendly websites and active social media platforms, is essential to reach Gen Z. Ensure your website is optimized for mobile devices and regularly update your social media profiles with relevant content.

Text, don't call

Gen Z prefers quick, direct digital communication methods. While personal calls are appreciated for significant updates, text messaging is highly favored for property information and routine updates. If appropriate, try to respond using the same medium through which they initially contacted you to ensure seamless communication.

Prioritize digital and social marketing

Focus on digital marketing strategies, such as social media advertising, email marketing, and search engine optimization (SEO), to effectively reach and engage this tech-savvy generation.

Address the challenges they face

Instead of downplaying or ignoring the unique challenges Gen Z faces in the homebuying process, such as student debt, affordability, and stagnant wage growth, address them head-on. Provide resources, tips, and solutions to help them navigate these obstacles.

Create video content

Video wins over static images for Gen Z. Create short, informative videos for social media that showcase properties, provide real estate tips, share client testimonials, etc.

Be quick and responsive

Gen Z expects fast responses. Ensure you are quick to reply to inquiries and messages, demonstrating your attentiveness and reliability. ☆



How to:

Use Social Media to Connect with Gen Z

Gen Z home buyers are accustomed to finding information and making purchasing decisions online. They have a wealth of real estate information and inspiration at their fingertips. However, Gen Z isn't just using Google; they first search for answers on social media.

Social media significantly influences Gen Z's homebuying decisions. They follow real estate trends, seek recommendations, and engage with real estate influencers online. To be relevant to Gen Z, agents need to meet them where they are: on Instagram, TikTok, and YouTube.

Embracing the digital landscape and strengthening your online presence is the best way to effectively reach Gen Z home buyers. If you're not active on social media and your account is just sharing listings or recently sold properties, **it's time to revitalize your online presence and start posting strategic content that captures Gen Z's attention.** By implementing these strategies, buyer agents can effectively connect with Gen Z consumers, building trust and engaging this tech-savvy and socially conscious generation in meaningful ways. **Here's how:**

1. **Be Active and Consistent**

   Maintain a consistent posting schedule across your social media channels. Regularly share useful information, entertaining content, resources, and tips to provide value and position yourself as a go-to real estate expert.

2. **Use Video Content Whenever Possible**

   Gen Z prefers quick, digestible video content. Create engaging, short videos explaining aspects of the home buying process, sharing commentary about the market or news, showcasing properties, highlighting neighborhood amenities, and sharing real estate tips on platforms like TikTok and Instagram Reels.

3. **Be Authentic and Genuine**

   Authenticity resonates with Gen Z, who value genuine interactions. Reply to comments, answer questions, and engage with followers in a relatable manner. Share behind-the-scenes content of your daily work, showing your genuine personality and dedication.

4. **Meet IRL (In Real Life)**

   While Gen Zers are digital natives, they still value in-person interactions and crave community. Arrange in-person meetings or host client appreciation events to build stronger connections and trust. Offer to meet at a coffee shop or your office to discuss details and answer questions face-to-face.

5. **Post User-Generated Content**

   Encourage satisfied clients to share their homebuying experiences on social media. Repost these testimonials to build credibility. User-generated content (UGC) provides authentic testimonials that resonate with Gen Z.

6 **Get Interactive**

Ask questions, post polls, and host Q&A sessions to increase engagement. This two-way interaction fosters a sense of community and positions your brand as approachable.

7 **Show Up in Stories**

Use Instagram Stories to interact with followers and gather insights on their preferences. Watch their stories and send reactions and direct messages to show that you care about them as more than a potential transaction.

8 **Post Helpful, Educational Content**

Share informative content about the home buying process, financial tips, and market trends to educate and attract Gen Z buyers. Educational content positions you as a knowledgeable and trusted resource.

9 **Be Open About Your Values**

Post content that showcases your values. Gen Z wants to align with brands that share their beliefs and principles. Highlight what you stand for to create a meaningful connection with this audience.

10 **Use Real Photos**

Use genuine photos that feel personal rather than polished ads or stock photography. Share candid images of you working with clients, attending community events with your family or pet, or exploring neighborhoods.

11 **Engage in Real-Time Conversations**

Be active and responsive on social media. Reply to comments, participate in relevant discussions, and engage with your followers in real-time. Prompt responses demonstrate reliability and attentiveness. ☆

Learn more about the buying characteristics of each generation

NAR's course, Buyers by Generation: Success in Every Segment, will help you understand and serve clients across all generations. Dive deep into the unique preferences, behaviors, and buying trends of different generational cohorts. Equip yourself with the knowledge and tools to connect with clients of all ages more effectively.

Visit our website to register.

Successful completion of this course fulfills the elective-course requirement to earn your ABR® designation.



NATIONAL ASSOCIATION OF REALTORS® | ABR

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Get to know
Gen Z Buyers

Look Inside!

Today's Buyer's Rep

Support Clients through the Home Finance Process

Enhance your real estate expertise with the Home Finance Resource (HFR) certification live interactive webinar. This 6-hour course covers key topics like loan pre-qualification, mortgage products, and market conditions. Boost your professional credibility and be a reliable finance resource by providing comprehensive support to your clients and guiding them through the journey of homebuying smoothly.

Wednesday, August 21st, 2024 | 10 AM-5 PM Central Time

Click here to register!

This course qualifies as an ABR® Designation elective course.

NATIONAL ASSOCIATION OF REALTORS® | HFR

