

HOW TO WIN GEN Z

MAKE YOUR MOVE AND WIN THE "ALWAYS ON" DIGITAL GENERATION WITH MOBILE-FIRST MARKETING

While many agents are still trying to map millennials, **Generation Z** is fast approaching homebuying age. Here are some useful fun facts to help you get a jump on the next generation of agents and clients.

START



GEN Z

1997 • 2010s

THEY'RE BIG!

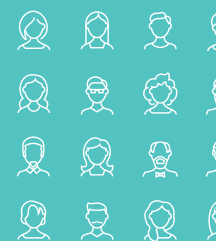
32%
of the U.S. population.
70 MILLION



THEY WANT AGENTS



1/2
of GEN Z population is **NON-WHITE**
They think globally & inclusively.



THEY'RE **ETHNICALLY DIVERSE**

83%
plan on buying home over the next **5 YEARS**

81%
say they'll work with a real estate agent when buying a home

WINNING MOVE
Start cultivating the **GEN Z** client now with social media

THEY'RE IN DEBT BUT MOTIVATED TO BUY

No.1
obstacle to buying a home

THEY VALUE **LOCATION** THE MOST
FOLLOWED BY



10% CREDIT SCORE
5% INCREASING HOME PRICES

30% DOWN PAYMENT
13% JOB SECURITY
10% ECONOMIC FACTORS

COLLEGE DEBT
32%
OTHER FACTORS

- 2 SPACE
- 3 A/C
- 4 LIFESTYLE AMENITIES
- 5 PARKING SPACE

WINNING MOVE
Use paid social ads that target by zip code to market brand

THEY'RE "DIGITAL NATIVES"



CONNECTED **10+** hrs./day

THEY'RE MOBILE FIRST

WINNING MOVE
Use an all-in-one platform like **dotloop** for home transactions



REAL-TIME
responses and online info is what **GEN Z** renters & buyers demand

5 SCREENS used on average by **GEN ZERS**

64%
are more likely than other generations to trust mobile app content and texts



WINNING MOVE
Text transactions via **dotloop Messenger** for faster responses & notifications

THEY TRUST **ONLINE REVIEWS**

FRIENDS and TESTIMONIALS trusted more over authority figures



2X
more likely to turn to **YOUTUBE** for product decisions than millennials

THEY'RE **STORYTELLERS**

WINNING MOVE
Sync **Zillow Premier Agent** and **dotloop** for instant client review requests



WINNING MOVE
Tell a "visual story" with property descriptions via **YouTube & Insta** videos

THEY **COMMUNICATE VIA SOCIAL**

GEN Z is all about their smartphones. Here's how they communicate:

34% SOCIAL MEDIA
33% EMAIL
28% ONLINE ADS

14% OUTDOOR ADS
13% REGULAR MAIL

WINNING MOVE
Keep your pitch short and to the point

8 SECONDS
average attention span of **GEN ZER**

THEY WANT YOU TO **BE BRIEF**

WINNING MOVE
Post videos & ads on **Snapchat & Instagram** — preferred over **FB, Twitter & LinkedIn**

END

