

WHAT MILLENNIALS WANT —and expect— FROM TODAY'S REAL ESTATE AGENT

As Millennials form a significant portion of today's home buyers, they're taking a more proactive role in the process and placing new demands on agents. In fact, according to Zillow Group's Consumer Housing Report 2018, Millennials represent:

42%
of all **home buyers**

61%
of all **first-time buyers**

AVERAGE NUMBER OF AGENTS INTERVIEWED BEFORE HIRING:

MAGIC
BUTTON

1.6

BABY BOOMERS

2.7

MILLENNIALS

WHEN EVALUATING AN AGENT:

GENERATION Z

57%

Ages 18-23

MILLENNIALS

48%

Ages 24-38

GENERATION X

46%

Ages 39-53

find online reviews and ratings to be very or extremely important

VS.

BABY BOOMERS

30%

Ages 54-73

SILENT GENERATION

29%

Ages 74+

MILLENNIALS ARE MOST LIKELY TO USE ONLINE RESOURCES:

Free
WiFi

79%

GENERATION X

MILLENNIALS

88%

VS.

70%

BABY BOOMERS

51%

SILENT GENERATION

84%

GENERATION Z BUYERS

73%

MILLENNIAL BUYERS

rank an agent's negotiating skills and strategies as very or extremely important to help them prevail with an offer.

MEET THE NEW "DO SOME OF IT YOURSELF"

Millennials less likely to seek agents' advice to determine listing prices

BABY BOOMERS

75%

SILENT GENERATION

89%

GENERATION X

66%

MILLENNIALS

62%

FOR SALE

TAKING A MORE ACTIVE ROLE IN HOME PHOTOGRAPHY:

MILLENNIALS

32%

VS.

BABY BOOMERS

11%

ACTIVELY PROMOTING HOMES ON THEIR SOCIAL SITES:

MILLENNIALS

38%

BABY BOOMERS

10%

ACTIVE ROLE MINDSET = COMMISSION CHALLENGES

Millennials and **Generation X** more likely to find lower commissions or rebates as very or extremely important in selecting an agent.

59%

MILLENNIALS

52%

GENERATION X

42%

BABY BOOMERS

38%

SILENT GENERATION

dot loop

Source: Zillow Group Consumer Housing Report 2018