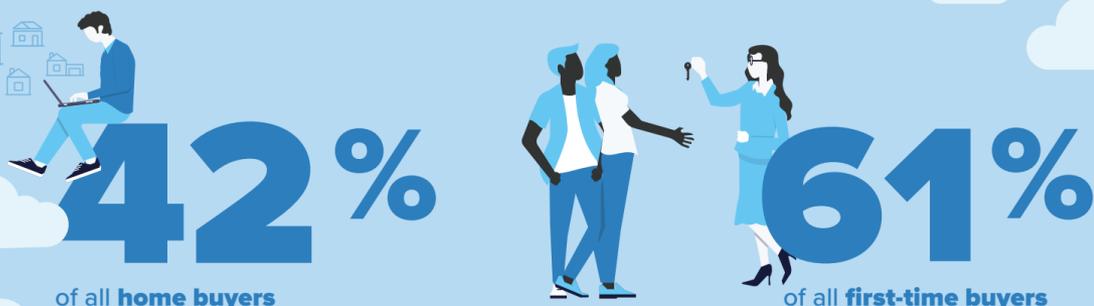


WHAT MILLENNIALS WANT —and expect— FROM TODAY'S REAL ESTATE AGENT

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:



AVERAGE NUMBER OF AGENTS INTERVIEWED BEFORE HIRING:



WHEN EVALUATING AN AGENT:

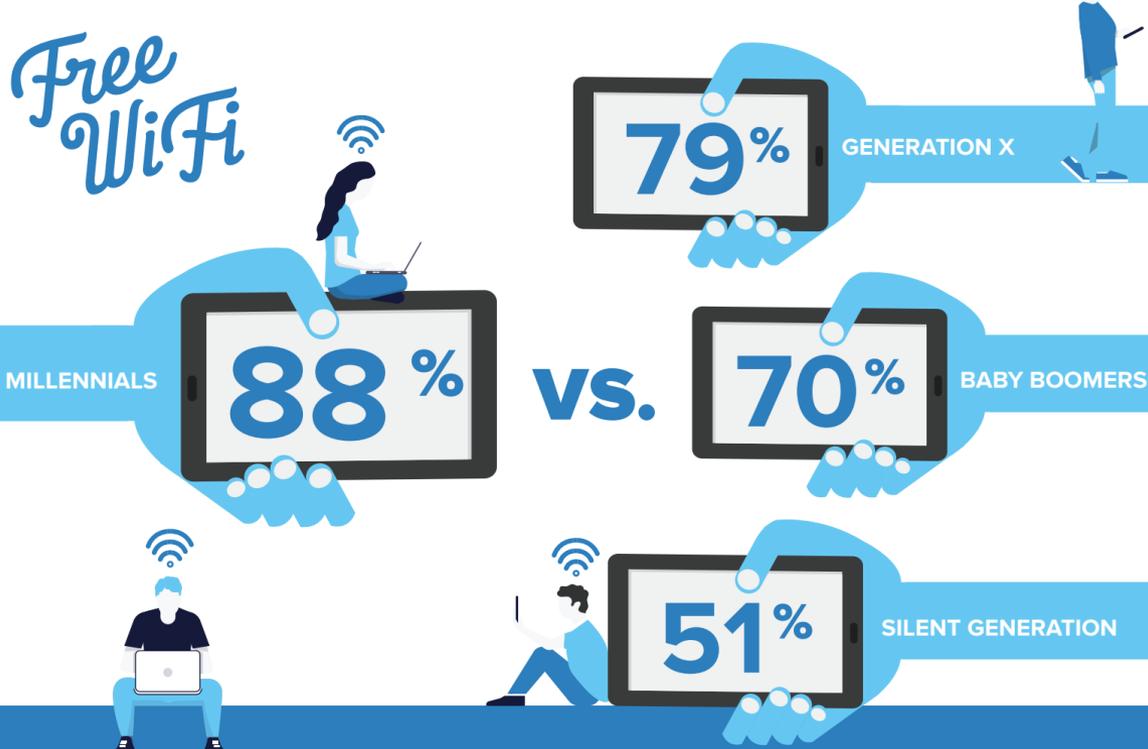


find online reviews and ratings to be very or extremely important

VS.



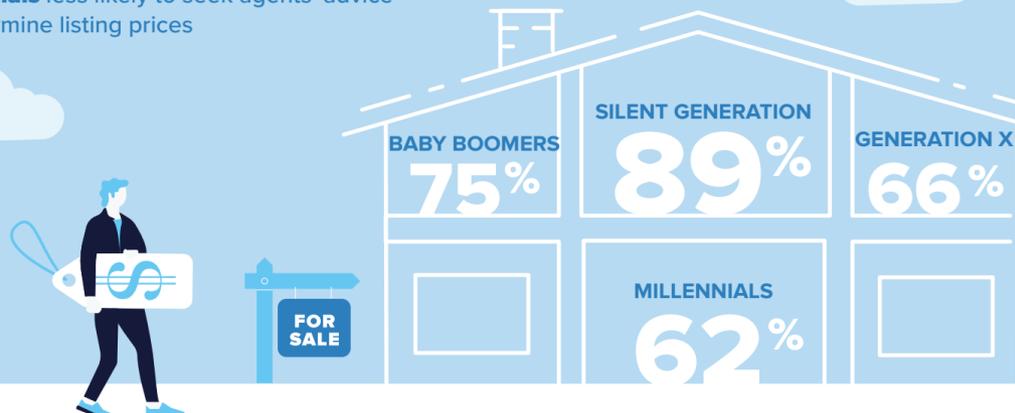
MILLENNIALS ARE MOST LIKELY TO USE ONLINE RESOURCES:



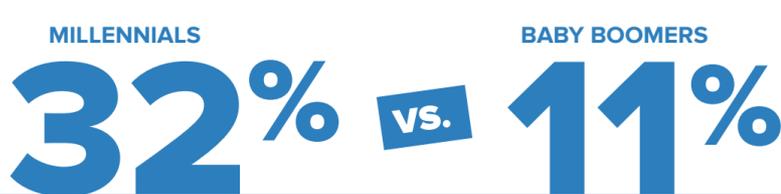
rank an agent's negotiating skills and strategies as very or extremely important to help them prevail with an offer.

MEET THE NEW "DO SOME OF IT YOURSELF"

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



TAKING A MORE ACTIVE ROLE IN HOME PHOTOGRAPHY:



ACTIVELY PROMOTING HOMES ON THEIR SOCIAL SITES:



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.

