



Hosted by MGIC

# Doing Business with the Millennial Market



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# Objectives



**Introduction &  
Challenges**



**Millennial  
Homebuying  
Myths**



**How to Host a  
Millennial Event**



**Q&A**

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Section 01

# Consumer Motivations

# The Market of the Today

Key traits &

values



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**Today's  
Borrowers  
are**

**Young &  
Diverse**

## **Millennials**

**1 in 3 home purchases are made  
by millennials**

## **Multicultural**

**46% of millennials identify as  
ethnic minorities**

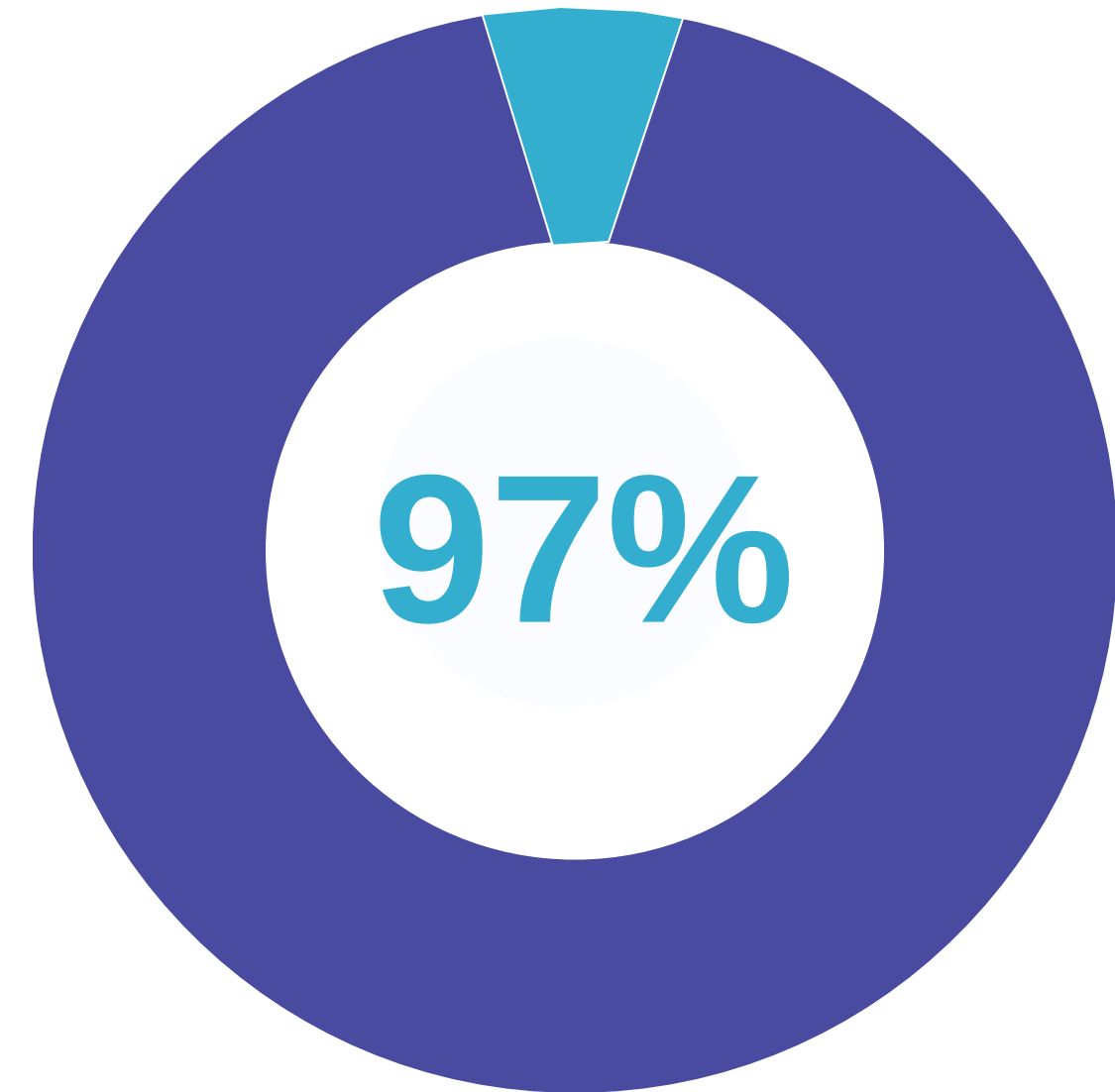
## **Women**

**Single women make up the  
second largest cohort of  
homebuyers**

**And most  
companies are**

**missing  
the mark**

**97 out of 100** executives said reaching the next generation is one of their top concerns.



# The Market of Today

**Consumer**

**Preference**


- **Digital communication**
- **Convenience and efficiency**
- **Transparency & available options**
- **Accessible information and guidance**
- **Personalization**

A photograph of a person and a dog in a room, both holding large cardboard boxes. The person is wearing a grey long-sleeved shirt and blue shorts, and the dog is wearing a blue denim shirt and brown pants. The room has light-colored wood flooring, a white lamp, and a wooden easel. The image is overlaid with a semi-transparent blue filter.

# A quarter of home-buying millennials are buying homes before getting married

**Source:** "9 mind-blowing facts about the millennial housing market", Business Insider, 2019





**According to a 2022 Pew Research Center study, 90% of Millennials use social media regularly.**

Source: 2022 Pew Research Center study

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**The first generation of digital natives is roughly 25- to 35-years-old, but eventually, every future borrower will be one.**

**Source:** "Personal Finance", CNBC, 2018

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**Lack of education is one of the biggest barriers to millennial homeownership**



## Section 02

# Debunking Millennial Homebuying Myths

What are Millennials thinking?

# Myth #1: I need 20% down



- **44% of Americans believe you need a down payment of 20% or more to buy a home**
- **Share marketing materials that debunk these myths and provide straightforward information about down-payment assistance and other loan programs they may qualify for**

# Myth #2: The financial crisis will happen to me



- Millennials came into adulthood during or right after a financial crisis
- Focus on sharing the changes in regulation and income verification, and be completely transparent in answering all of their questions
- Prepare to lead them with new pathways for financial success to minimize worry

# Myth #3: I can't buy a home with student loan debt



- **Share the importance of building wealth through real estate and the cost of waiting**
- **With home-sharing apps available and other technology, owning a home does not limit someone to one location**

# Myth #4: I have to wait until i'm "ready" to own a home



- **Millennials worry that they don't have a perfect credit score, they still have student loans, debts, and other expenses to pay off.**
- **Provide financial education through marketing and community events**
- **Keep the language simple and informative to build trust!**





### Section 03

# How to host a millennial event

Making the event Instagram-worthy



Liked by **culturaloutreach** and 120 others

**kristinmesserli** Our Alkemi homebuying dinner last night was a big success! Thanks to all who came out to enjoy and contribute. ✨ This was everything we hoped for - people left saying they felt more informed and that home buying felt more accessible, and we had a ton of fun. ❤️ #livealkemi #livedeliciously .

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# STEP 1:

# IDENTIFY INFLUENCERS

- Identify 2-4 millennial influencers who have the ability to get the word out
- Involve leaders from local young professional organizations
- Find existing loan officers or realtors who are established on social media



## STEP 2:

# CHOOSE A DESIRABLE INCENTIVE



- Give them a reason they wouldn't want to miss your event!
- This can be a product or service that has a great value to the population
- Coupons for free food, access codes to a free service, downloadable first-time-homebuyer guide, homeowner seasonal checklist etc.
- If you don't know, ask! (polling feature on socials is key)
- Once you decide on what they want, promote it on your social platforms!

## STEP 3:

# FIND COMMUNITY PARTNERS AND SPONSORS

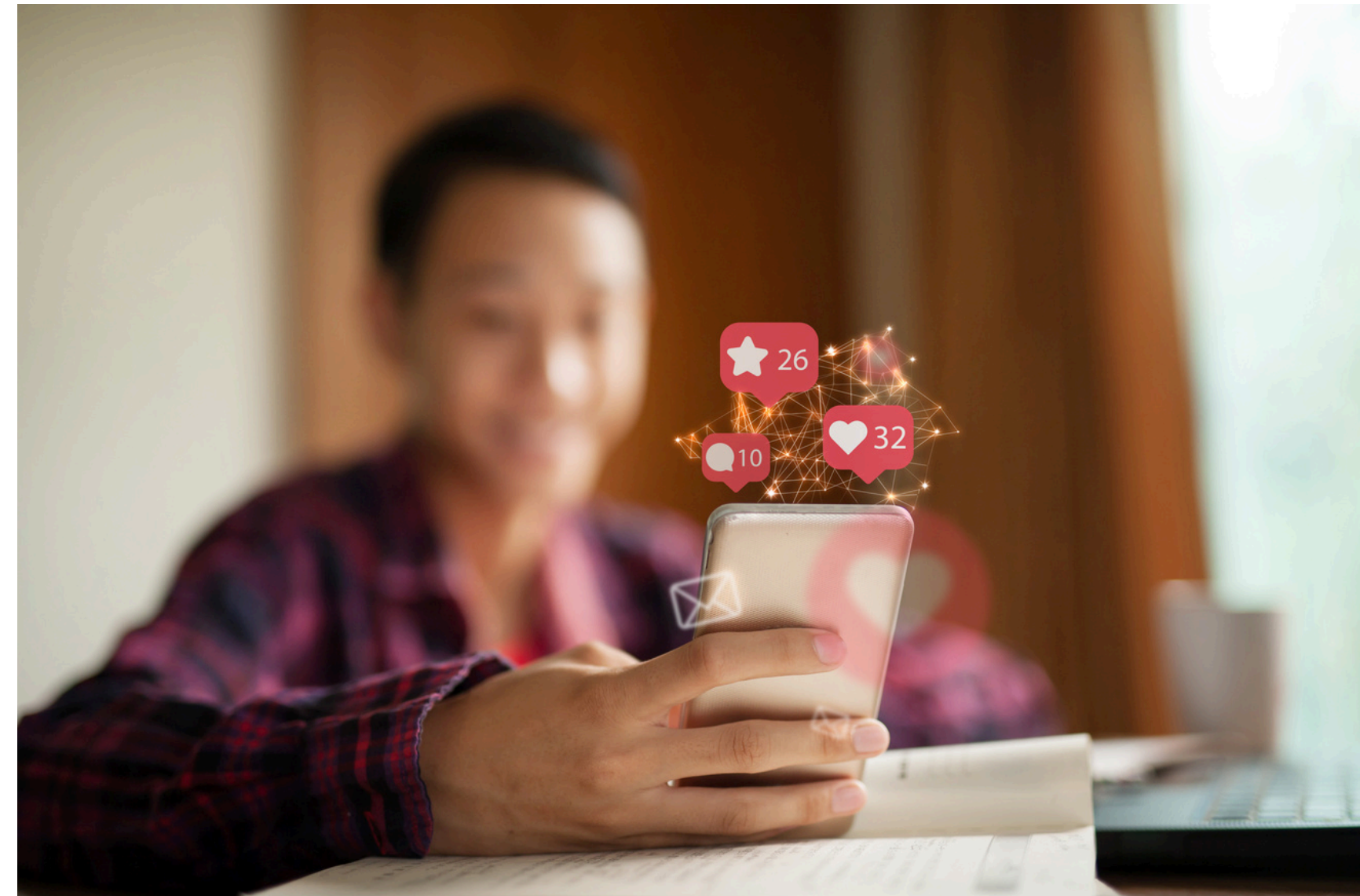


- **Non Profits**
- **Houses of Worship**
- **Community Organizations**
- **Colleges & Universities**
- **Celebrities**

## STEP 4:

# PROMOTE PROMOTE PROMOTE

- **Create trendy graphics and flyers that connect with your audience**
- **On social media:**
  - **Post the graphic on all platforms and ask attendees and partners to share it as well**
  - **Use targeted advertising when possible**
- **Capitalize on video with the most common platforms (IG, FB, and TT) to reach a large audience quickly**



## STEP 5:

# HOST YOUR EVENT

- Consider hiring an event coordinator for in-person events
- Have your expert partners create a short presentation to share
- Invite attendees to participate in a short Q&A session on LIVE feeds to encourage participation in person and online
- Gather leads through focus on connections with attendees during and after the event



## STEP 6:

# SHARE THE SUCCESS



- Encourage attendees to take pictures, post, and comment about the event
- Utilize your influencers for recording testimonials to maximize reach after the event
- Highlight photos and information about the event on social media and tag those who attended



## Section 04

# Key Takeaways for Reaching Millennial Consumers

What should I keep in mind?





## KEY TAKEAWAYS

- **Get to know your audience**
- **Debunk common myths**
- **Capitalize on social and community connections**
- **Prepare to engage with an intriguing event**
- **Share the outcomes on social and work your new leads!**
- **If you need help with financial literacy content, reach out!**



Questions?

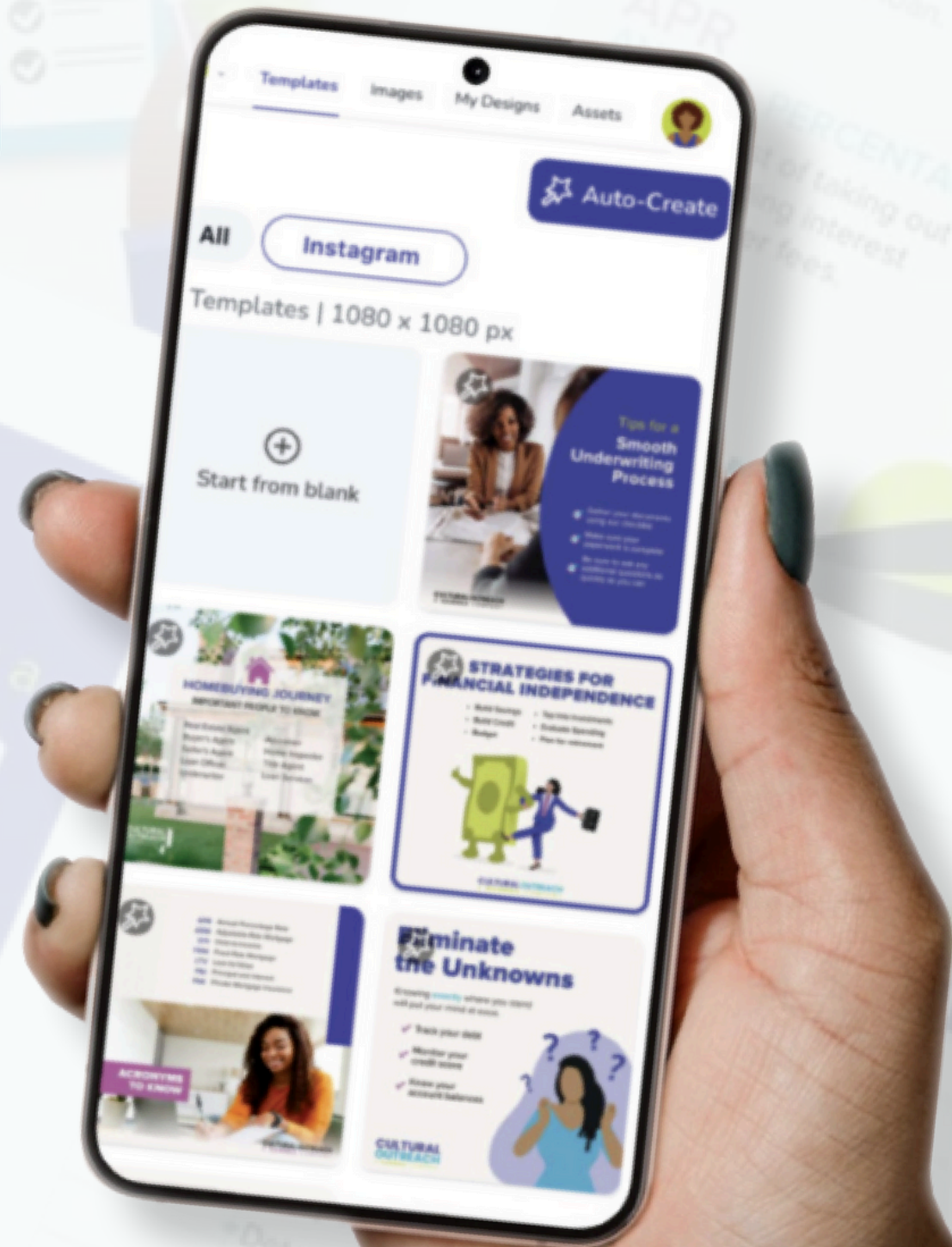
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On Demand Social  
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# “Let’s Connect”

*July D.*



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