

Course: Millennials are Changing Real Estate: Are You Ready?**Chapter 1: Introduction: What is a Millennial?****Page 1: Course Overview**

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Note: Upon completion of the final exam, you will need to advance to the survey page and complete the survey. Once that is done, the course will be marked as "Complete" in our system and credit may be issued.

Course Description

The biggest generation in history - millennials - will likely have the biggest impact on real estate for the foreseeable future. The average age of a real estate licensee is 57 and they need to understand the millennial generation and learn how to market to them, know what influences their lifestyle, and how to communicate and work with them. Recruiting millennial agents should be an important part of any broker's growth strategy and they need to understand their work philosophy and have the tools and technology in place to meet their needs.

Course Learning Objectives

- Define the Millennial Generation
- Explain why are we hearing so much about them now
- Recognize why is it important for real estate practitioners to know about this demographic age group
- Assess the financial status of Millennials
- Identify the fears of today's first time homebuyer
- Categorize first time homebuyers with respect to credit counseling
- Relate to the current living situations of the average Millennial
- Summarize the desires and limitations of the average Millennial
- Compare target neighborhoods, housing types, and building conditions to best suit Millennials' needs and desires
- Create effective online tools for marketing and working with clients
- Prepare to help homebuyers track their finances and budget for a new home
- Recognize the importance of buyer financing pre-approval
- Review how to categorize properties to create easier choice sets for buyers
- Identify the skill set a Millennial can add to a real estate team
- Prepare to recruit a Millennial workforce
- Use Millennials' unique perspective to help build real estate clientele

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