

Selling to the Millennial Generation

Today's sellers are benefiting from the Millennial Generation (ages 34 and younger), who are eager to buy their first homes. In fact, Millennials made up the largest generation group (32 percent) of all buyers last year. Clearly they are a segment worth talking to, but many REALTORS® are having a hard time marketing to them.

Since the Millennial Generation was born "busy," you'll need to get your message out quickly.

92% of young shoppers say they prefer direct mail over email for making purchase decisions. This means that postcards could be a great way to tap into Millennial homebuyers in your area.

Special Offer – **30% off Just Listed** and **Just Sold** postcards until May 31!

Use promo code **Postcard30** at:
tpmco.com/yourmarketcenter





Meredith Monroe

Marketing Development
Representative

Meridith.Monroe
@personalmarketingco.com
800.458.8254



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Promote special offerings or news you would like to share with your agents.



Julian Dillard

Marketing Director

email@email.com
913.492.0377
800.458.8245



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