

Crossing the Generational Divide

Course Objective

This course is designed to explore the different characteristics of each generation and how they communicate differently before and during the home buying and selling process. We will explore the following areas: the importance of “Personalizing and Customizing” the consumer experience, agents adapting to their new and changing role in the buying and selling process and finally the use of technology in communicating with today’s consumers.

Topics to be covered

- “We can not turn back the hands of Time”
- Understanding your role in the transaction
- Identifying the base traits of the different generations
- Identifying how we need to interact with the different generations
- Personalizing and Customizing the Consumer experience
- Technology as it relates to different generations

Gene Millman Seminars LLC

Gene.millman@gmail.com

302-563-4489

Crossing the Generational Divide

- Why is this important
- Silent Generation
- Baby Boomers
- Gen “X”
- Gen “Y” – “Millennials”
- Gen “Z”
- NAR Statistics
- General Information

Outline W.O.W Moments

