

X, Y & Now Z!  
The Next Generation and Why You Want  
Them on Your Team

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What is a Generation?

gen·er·a·tion  
/ˌjənəˈrāSH(ə)n/ ♦

*noun*

1. all of the people born and living at about the same time, regarded collectively.  
"one of his generation's finest songwriters"

*synonyms:* **age, age group, peer group**  
"people of the same generation"

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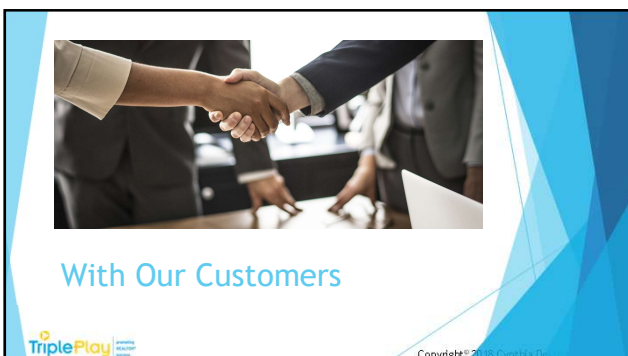
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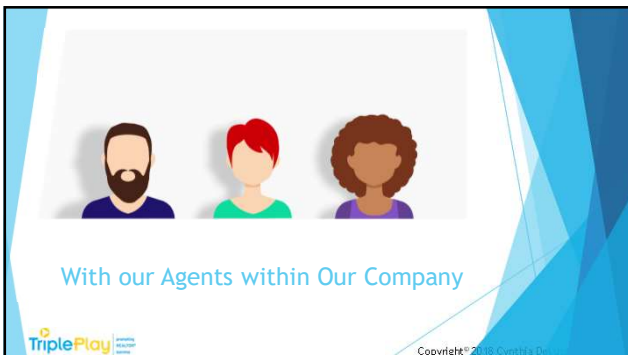
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...and with our teams!

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## Civics



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### Civic (Silent or Traditionalist), born 1945 and before

Important influences on this generation:

- ▶ World War II
- ▶ Korean War
- ▶ Two-parent household with only one working father, mother stayed home
- ▶ Divorce and children out of wedlock were not acceptable
- ▶ Loyal to their employer, generally kept job for life

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### Civic (Silent or Traditionalist), born 1945 and before

Notes to consider:

- ▶ Understand the concept of having to work your way up to the top (hierarchy)
- ▶ Avid readers, especially printed newspapers
- ▶ Retirement is earned, means living your final days in peace and relaxation
- ▶ Disciplined, self-sacrificing and cautious



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### With customers...

- ▶ Create relationships
- ▶ Loyalty is earned
- ▶ Always call Mr. or Mrs. until permission otherwise
- ▶ Don't use a technology based listing presentation
- ▶ They don't understand the cloud nor do they trust technology
- ▶ Conservative-show them what's in their price range and don't push them to spend more



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### With co-workers...

- ▶ Ask lots of questions
- ▶ They appreciate you learning from them
- ▶ Have patience
- ▶ If you help them with technology, they will help you with mentoring
- ▶ They love to share what they know if you ask them
- ▶ They are excellent at covering for you while on vacation
- ▶ An excellent match for a Millennial with patience



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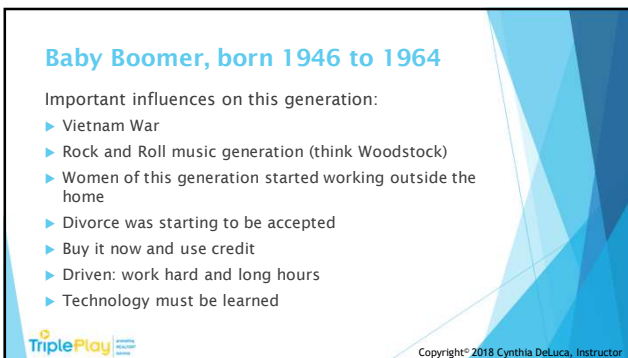
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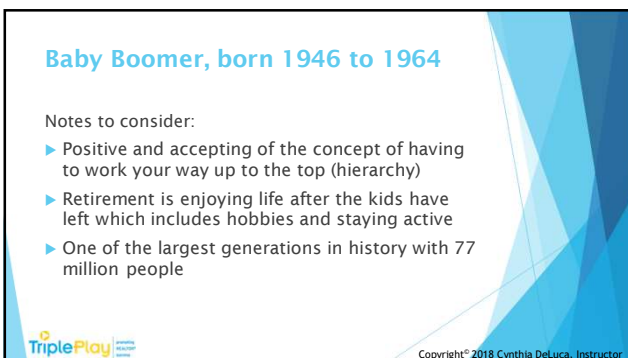
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### With customers...

- ▶ Follow guidance of customer with use of technology-ask their preference
- ▶ Like to be recognized that they've earned where they are at in life-financial and other achievements
- ▶ Like to establish relationships-ask them lots of questions about themselves and their family
- ▶ Learn the fun things they like to do and incorporate that into their transaction



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### With co-workers...

- ▶ Like education, then they can try it on their own (think technology, apps, smart phones, etc)
- ▶ Have patience with tech learning curve
- ▶ They only need a minor dose of technology, the basics to get by
- ▶ Hard workers-like to have office space and will work after hours
- ▶ Like to be acknowledged for working hard on a transaction



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### Gen-Xers




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### Gen-X , born 1965 to 1976

Important influences on this generation:

- ▶ First latch key kid, coming home to an empty home
- ▶ Used to taking care of themselves, making them fiercely independent
- ▶ Many had divorced or career-driven parents
- ▶ AIDS began to spread and is the first lethal infectious disease in the history of anywhere on earth which was not subjected to any quarantine
- ▶ Technology is a tool to help



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### Gen-X , born 1965 to 1976

Notes to consider:

- ▶ Entrepreneurial in spirit.
- ▶ Tend to commit to self vs a large organization or specific career
- ▶ Typically averages 7 career changes in their lifetime
- ▶ Cautious, skeptical, unimpressed with authority and self-reliant.
- ▶ Late to marry and quick to divorce.



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### With customers...

- ▶ They don't trust anything you say-give them your sources
- ▶ Give them homework in the transaction-they like to be involved
- ▶ Only the parties required need to be a part of the decision process-they don't want extra opinions
- ▶ Give them space when making decisions
- ▶ Ask their opinions about negotiating tactics-these are independent thinkers and creative



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### With co-workers...

- ▶ Do not force them to work in a team or with a mentor
- ▶ Give them direction when they need assistance, but let them do the work
- ▶ These are creative thinkers-they like to create new ways to negotiate transactions
- ▶ Solicit their opinion when you need help-they may have a creative idea for you



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### Millennials



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### Gen Y (Millennial), born 1977 to 1995

Important influences on this generation:

- ▶ September 11, 2001
- ▶ Remember the great recession so tend to be price cautious
- ▶ Nurtured by ubiquitous parents that want their children to have everything they want (spoiled)
- ▶ Born with technology and it's a requirement
- ▶ Strong views due to unlimited access to information



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**Gen Y (Millennial),  
born 1977 to 1995**

Notes to consider:

- ▶ Largest generation currently in the US workforce.
- ▶ Fastest growing generation of customers in the marketplace.
- ▶ Prefer digital literacy
- ▶ Immediacy required
- ▶ Prefer to work in teams, not solo

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**With customers...**

- ▶ Technology use is a must-they live thru their smartphone
- ▶ Most would prefer to avoid phone calls
- ▶ Like instant answers
- ▶ Need to solicit lots of opinions from many sources
- ▶ Include them in your community events and charity functions

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**With customers...**

- ▶ They like organization-timelines, checklists and communication of the process
- ▶ Prefer you to suggest ways to negotiate and structure offer
- ▶ Want to see testimonials, especially from big names or important local people
- ▶ Picky-they want lots of upgrades

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**With co-workers...**

- ▶ Works well in teams or with a mentor and hates the thought of working alone
- ▶ Pair them up with a Civic mentor
- ▶ Everything is focused around the "team", not an individuals effort
- ▶ They will be cheerleaders for the team goals (company goals) if they see a benefit for all
- ▶ Everyone is equal, regardless of experience or years in the business

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**Gen Z**

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**Gen Z (iGeneration or Centennials), born 1996 and later**

Important influences on this generation:

- ▶ Record number of births in 2006 leaving this generation to easily be a larger generation than the baby boomers
- ▶ Most had TV's in their bedrooms from an early age
- ▶ They have never known a world without computers and cell phones(think electricity to elder generations)

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**Gen Z (iGeneration or Centennials),  
born 1996 and later**

Important influences on this generation:

- ▶ Very independent-can teach themselves with the internet
- ▶ Entrepreneurial-require more independent work environments
- ▶ Don't like consumer debt (post-recession consequences)

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**Gen Z (iGeneration or Centennials),  
born 1996 and later**

Notes to consider:

- ▶ Much of their learning is computer and web based
- ▶ Very good multi-taskers due to so much technology influence
- ▶ Like to do things solo, not as a team
- ▶ The first "global" generation thanks to the world coming together online

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**Gen Z (iGeneration or Centennials),  
born 1996 and later**

Notes to consider:

- ▶ Prefer in-person communications due to technology saturation
- ▶ Loyal generation that wants to be super productive and is highly driven/motivated to make an impact on the world.
- ▶ Prefer to purchase online
- ▶ Overall savers vs spenders

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### With customers...

- ▶ The main importance is a real relationship-not fake or artificial or online
- ▶ Technology is understood to always be there but doesn't have a wow factor-can't impress with tech
- ▶ Very close knit community of friends, so referrals will come once you are accepted into the group
- ▶ Learns through YouTube-so utilize videos that educate!
- ▶ Won't prefer working with a team-want one on one



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### With customers...

- ▶ Independent thinkers and decision makers-don't need other's unsolicited input
- ▶ Have their own ideas of negotiating and offer structures
- ▶ "Meeting up" one on one is the best way to grow rapport-coffee, lunch, etc
- ▶ Want to feel like their decisions make the world a better place-how does buying this house do that?



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### With co-workers...

- ▶ Like to work solo
- ▶ Will cling to their social circle of real friends-very loyal to their circle
- ▶ So when one moves companies, the others will follow (think Instagram to SnapChat)
- ▶ Like to self-learn-what ways do you offer training?
- ▶ Conservative spenders-will want to see true value in the money they are giving up (advertising costs, commission splits, etc)



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\*\*Note\*\*

- ▶ Just because someone is labeled a certain generation due to their birth year, it is important to remember that people can “speak” a different generational language.
- ▶ Different influences can affect their spoken generation, such as a millennial that is raised by his baby boomer grandparents.

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Consider This...

- ▶ How many different generations of consumers are there right now?
- ▶ 5
- ▶ Who makes the best mentor?
- ▶ Civic
- ▶ Who needs more attention through a mentor?
- ▶ Millennial

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Consider This...

- ▶ Which generation makes up the largest population of buyers in US today?
- ▶ Millennial
- ▶ Which generation makes up the largest population of sellers in US today?
- ▶ Baby Boomer
- ▶ Which generation should you be working with?
- ▶ All of them!

According to Home Buyer and Seller Generational Trends Report 2017, NAR

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A woman with long dark hair, wearing a grey t-shirt, stands with her arms outstretched in front of a blue background. The background is filled with white text representing business concepts: BUSINESS, TEAM, VENTURE, INNOVATION, SALES, CUSTOMER, OPPORTUNITIES, PERFORMANCE, MARKETING, PLAN, TEAMWORK, SUPPORT, COMPETITION, PROFIT, IDEAS, STRATEGY, and GOALS. The text is arranged in a way that suggests a network or flow of ideas.

[illegible]

Everything you  
do needs to  
incorporate all  
generations

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Thank You!  
-Cynthia DeLuca

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