

# THE FUTURE OF HOUSING: GEN Z



## WHERE WE LIVE

### LOCATION:

Suburban areas will morph into cities within cities to lower the cost of living, transportation times, and pollutants.

### COMMUNITY:

Stronger value for the community than location.



## WHAT WE BUY

### ENVIRONMENT:

Will seek out environmentally conscious living spaces, including building materials and construction methods.

### MULTIGENERATIONAL HOUSING:

The idea of family continues to evolve to include more relationships outside of the traditional nuclear family.



## HOW WE BUY

### EXPERIENTIAL PURCHASES:

Retail spaces will become places to “do” something, not necessarily a place to “buy” something. In-store events will be a brand-driver, not a traffic-driver.

### “TRUE GEN”:

Increased value for personalization, transparency, and a digitally-driven experience.



## HOW WE WORK

### INTEGRATIVE CULTURE:

Workplace will support health and well-being with increase in meditation rooms, technology-free zones, community gathering, and flexibility.

### GIG ECONOMY:

Over half (53%) of Gen Z are freelancers, a number that is expected to increase over the next five years.<sup>1</sup>



## HOW WE TALK

### SNACK MEDIA CONSUMPTION:

Preference for videos and images with punchy headlines that capture attention vs lengthy text.

### MULTITASKERS:

Simultaneously create a document, edit it, post a photo on Instagram and talk on the phone, all from the user-friendly interface of a smartphone.



## WHAT WE INVEST IN

### FINANCIALLY SAVVY:

More financially prepared than Millennial counterparts, we start thinking about retirement in our 20s.

### NEW TECHNOLOGIES:

Ready to take on the technological future of finance with more robo advisors and digitization of money.