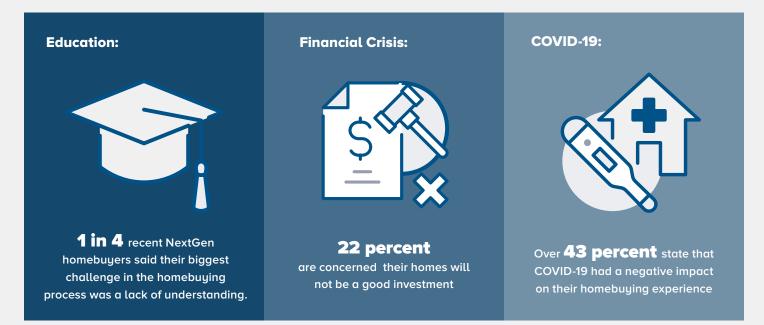
The NextGen Homebuyer Mindset By Cultural Outreach & NAMMBA

NextGen is the fastest-growing demographic of homebuyers.

Understanding their needs, challenges, and preferences is integral to tapping into this consumer market. Uncertainty has been a recurring theme over the past year and a half, and NextGen homebuyers are no exception. NextGen individuals continue to move forward with purchasing homes and setting down roots despite the uncertainty of COVID-19, a lingering distrust in financial institutions caused by the Great Recession and rising student loan debt that has affected so many.

HERE'S A SNAPSHOT OF THE 2021 NEXTGEN HOMEBUYER MINDSET:





Solutions:

- Build a relationship
- Increase trust
- Provide resources & education
- Provide a personalized customer experience
- Leverage social media and video-based messaging
- Take advantage of your network
- (NextGen shows a preference for referral-based business)

To read the full report visit www.culturaloutreach.com