

# MONDAY MOJO

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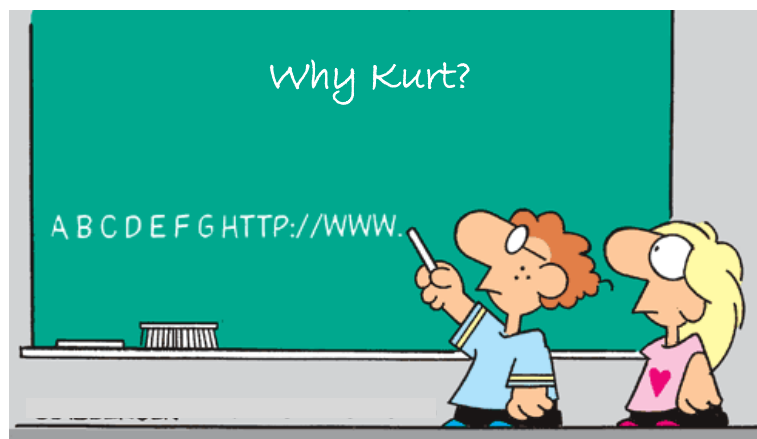
“Each generation goes further than the generation preceding it because it stands on the shoulders of that generation. You will have opportunities beyond anything we've ever known.”

~Ronald Reagan

**COUNT ME A RAVING FAN** of Generation-Y. My son, Nick, is one of them, so I'm a firsthand observer. He and his A.T.O. fraternity brothers are already “lieutenants” in their industries. I shouldn't be surprised, since they're better educated, more career-focused, have restless legs, and scornful of tradition -- a throwback to the reckless 1960's *without* the tie-dye, “feel good now” sentiments.

**GEN-Y** members work to live rather than live to work. They're socially conscious, prefer comfort to tradition, and (obsessively) plan for their future. One criticism of this wireless group of over-achievers is their annoying impatience. “Crawling” does not appear in their vocabulary. Rather, they **SPRINT** through everything (except daily 12 hour sleep-ins). They're always in a hurry, yet rarely on time - expecting much of others but not of themselves. They're already more successful than most of us will ever be.

**HOW TO ATTRACT** these go-getters is perplexing. How do managers get GEN-Y grads to get a license and join their real estate office? How can Associates be relevant to the millions of young customers entering the marketplace? To gain confidence, allegiance and new business, it's **WE** who must change, not them. These “want-it-all's” talk less than they text. They're perpetually online, checking out *everything* before they call . . . properties, neighborhoods, test scores. They're less into living space than *lifestyle*; moving (relocating) to a community not a stuff-filled master closet. We must learn multiple ways of communicating with them (texting seems most preferred); nurturing a more social, less business, environment that fosters collaboration and **FUN**. We must know **MORE** than what they already know; give insight beyond Chamber of Commerce data. We must ably discuss future trends in neighborhoods, home prices, finances with them. In short, they want *competent representation*, not “safe” facilitation. If you're not trying to “totally connect” with this big, powerful, emerging group, you could find yourself obsolete or extinct fairly soon, as less than 15% of NAR members are under 40 years of age! Generation Y will be well represented at our Weichert Convention in Atlantic City. True to fashion, any meeting information will be texted, posted, and linked to an after-hours social event. Maybe **YOU'LL** be invited!



## UPDATE...

- Real estate speaker, **Darryl Davis**, has been added to the General Session speakers at the Weichert Convention, another reason to register before prices go up on September 1.
- Two “network” luncheons are also scheduled in Atlantic City, one for commercial brokers and agents; the other for relocation specialists. Go online to register.