

Turn Millennial (and other) Renters into Home Buyers

Workplan

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Building Michigan Communities 2018

Objectives:

- Discuss Trends
- Identify Barriers
- Overcome obstacles
- Create a campaign

List trends of recent millennial homebuyers:

1	
2	
3	
4	
5	

What actions could you take to engage millennials knowing these trends:

1	
2	
3	

Notes:

What are the most common barriers to homeownership among millennials?

1	
2	
3	
4	
5	

How will you assist millennials in overcoming barriers to homeownership in these categories?

1	
2	
3	
4	
5	

Notes:

List the partners you will recruit:

Lenders	Agents	Inspectors	Appraisers	Banks/Credit Unions	Other

What other learning or skills do you need to acquire?

Notes:

What will your marketing campaign will like?

Online	Collateral	Print/Media

Define your audience: _____

What messaging will you use to engage your audience?

1	
2	
3	
4	
5	

What tools will you use to manage your social media campaign?

1	
2	