

1/8/16: Millennials Jumping into the Housing Market!

Millennials are now the largest age group buying homes at 30%, according to surveys by the National Association of Realtors. Of the 87 million millennials, most of them are buying their first homes after leaving an apartment. Some leave their parents' homes after graduating from school and starting their careers.

It seems they're also interested in real estate with interesting architecture. For Realtors, this trend means they must adapt to selling this type of home more fervently for the younger demographic. This includes formatting the sale process and communicating via mobile phones. This has been a challenge for an industry where its employees, the Realtors, tend to be an older crowd.