



## Meet the Millennials.

Your next borrower may be a Millennial. Do you know how they think? What triggers their purchase decisions? Their communication preferences? Genworth Mortgage Insurance would like to help you understand, attract and close more loans with Millennial borrowers.

**Know your customers.** Demographics, product selection, buying behavior and loyalty.

**Know your market.** Use free and easy query tools at [www.census.gov](http://www.census.gov)

**Leverage social media.** Facebook and Twitter are inexpensive ways to communicate quickly, easily and creatively.

**Generate referral programs.** Create incentives for current customers to attract new ones.

**Embrace technology.** Ensure customers have access to an easy-to-use website, online banking options, live chat, text updates, apps, etc.

**Target the college crowd.** Attract younger, life-long customers at local colleges and universities.

**Don't hate... appreciate!** Embrace the characteristics and experiences of the Millennial generation with financial literacy programming.

**Develop REALTOR® partnerships.** Team up with local real estate agents to obtain referrals, market intel, and first-time homebuyer education seminars on-site and online.

**Invest in your future.** Hire Millennials to leverage talent, ideas and new perspectives.

**Parental Guidance** Encourage parental involvement in financial decision

*Let's help someone buy a house today.*

