

# TMBA 2023 EDUCATION WEBINAR SERIES

September 21, 2023 (Thursday) | 11:30am - 12:30pm CST

**TITLE:** The New Era of Homebuying: Strategies to Reach Millennial and Gen Z Homebuyers

**SPEAKER:**

**DESCRIPTION:** In a market defined by digital transformation and information overload, generating and retaining business has never been more difficult. In this session, Kristin Messerli will present data based on her ongoing research with over 4,000 Millennial and Gen Z consumers and best practices to capture more market share.

**Kristin Messerli**  
Founder, FirstHome IQ  
Author, 2020-2023 NextGen Homebuyer Reports

According to her research, only 39% of NextGen homebuyers were likely to turn to their local financial institution for financial advice, and yet nearly half said they do not have the advice or support they need to achieve their financial goals. In addition to lacking direction, Millennial and Gen Z consumers reported low confidence in the housing market and housing professionals. While young consumers still express a strong desire to buy a home, many are uncertain where to start and who to turn to. Herein lies a big opportunity for lenders to get a competitive edge in a difficult market by demonstrating a values-driven approach to customer experience and sales.

## Attendee Information

first name last name middle initial

company (TMBA member companies and their employees register for free) title

mailing address

city state zip email

phone fax Are you a first time attendee?  Yes  No

**NOTE:** A link to the Conference Webinar service will be sent prior to the webinar to all who have registered.

## REGISTRATION FEES

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non-member\*

\$59

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