



Reaching Millennial, Multicultural, & Multigenerational Homebuyers

Millennials currently account for one in three home purchases and racial diversity is their most defining characteristic. **Kristin Messerli**, of Cultural Outreach and Mortgage Women Magazine, shares insights to help you reach Millennials and diverse homebuyers — as borrowers, and as members of your workforce.

National MI and Cultural Outreach present content and informational webinar sessions on Millennial, multicultural, and multigenerational topics including:

- Reaching the Millennial Homebuyer
- Increasing Sales with Women Homebuyers
- Building Relationships in a Highly Digital Multicultural Environment
- Reaching the African American Community
- Reaching Hispanic and Latino Millennials
- Multigenerational Marketing
- Gender Diversity in the Workplace
- Generation Z: The Future of Real Estate

And More!

For upcoming webinar sessions and additional information, visit www.nationalmi.com/miu

NationalMI[®]
presents Millennial Insights by
Kristin Messerli

THE DEMOGRAPHIC SHIFT

MILLENNIALS
MAKE UP THE LARGEST SHARE
OF HOME BUYERS WITH
1 IN 3 🏠🏠🏠
HOME PURCHASES MADE
BY MILLENNIALS

↑ HISPANICS
ACCOUNTED FOR
69%
↑ OF THE GROWTH
↑ IN HOMEOWNERSHIP

46% OF MILLENNIALS
ARE PART OF A **MINORITY**
RACE OR ETHNIC GROUP

BY 2024 THERE WILL BE
33% MORE
NEW MINORITY
HOMEBUYERS

NationalMI[®]

CULTURAL OUTREACH
your map to the new millennium

SOURCES: NAR, 2015; NAR/RE, 2016; US Census Bureau, 2015; AREA A report