



Welcome

Selling and Communicating with Different Generations



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Questions? Chat with us on twitter!
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TOPICS

The different *generations*

Best communication *practices*

Final *tips*

PEOPLE ARE NOW **LIVING**
LONGER; NEARLY 80%
OF THE POPULATION NOW LIVES
PAST THE AGE OF 65.

Thought #1
The different generations



SILENT: 1925-1945

Children of the Great Depression

A few defining **CHARACTERISTICS**

- Nuclear family/marry young
- Patriotic
- Work hard and follow rules
- Conformity = success
- Women enter the work-place

YES!



ONCE FINANCIALLY CONSERVATIVE,
THEY ARE NOW **WILLING TO**
SPEND MONEY ON THEMSELVES.



Social Community

Privacy but a sense of belonging

Social order with formality

Value their “stuff”

In person relationships



BABY BOOMERS: 1946-1964

Assassinations of JFK and MLK Jr.

A few defining
CHARACTERISTICS

- Social change and pride
- Public protesting
- Reform and rebellion
- Hippies/Woodstock
- Civil Rights Movement

BOOMERS **NEED CONVENIENCE.**
THEY ARE BUSY **JUGGLING** KIDS,
PARENTS, AND JOBS. CAPTURE THEIR
ATTENTION IN **SECONDS.**



Social Community

Work is a personal fulfillment

Fight for a cause

Competitors that love change



Gen X: Early 60s-70s

MTV, AIDS, Sesame Street, Divorce

A few defining
CHARACTERISTICS

- High divorce rate
- Peer pressure
- On their own - TV
- 80s recession
- Home computers

DEMAND AN **HONEST**, STRAIGHT-
FORWARD **APPROACH** AND EXPECT
YOU TO DELIVER. BURN THEM ONCE,
LOSE THEM **FOREVER**.



Social Community

Value quality of work life and work smart

Trust must be present

Independent, entrepreneurial spirit



GEN Y: Early 80s – Early 00s

9/11, digital natives

A few defining
CHARACTERISTICS

- Economic growth and wealth
- Team building
- Coddling and feedback
- Social media
- Tech dependent in information age

THEY ARE **ATTRACTED** TO
BRANDS AT AN **EARLY AGE** AND
ASSOCIATE BRANDS WITH
CUSTOMER SERVICE.



Social Community

Diversity and collaboration

Interactive relationships

Positive outlook



GEN Z: Early 2000s - Present

Increasing fragmentation

TBD!

Thought #2

Best communication practices



Match formality to culture

WIP #2

Use multiple communication channels

WIP #3

Individualize your approach

WIP #4

Understand value differences

WIP #5

Be aware of motivating factors

WIP #6

Ask. Never assume.

Thought #3
Final Tips

**ALIGN MARKETING WITH BUYER
BEHAVIOR**





DEVELOP YOUR UNIQUE
CORE MESSAGE

THE VALUES WE DEVELOP WHEN WE
ARE YOUNG **INFLUENCE** WHAT WE
BELIEVE AS ADULTS AND **PREDICT**
HOW WE WILL RESPOND TO LIFE.



TAKEAWAYS

The different *generations*

Best communication *practices*

Final *tips*

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

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Register at epmsonline.com

Upcoming Webinar



Managing Negative Feedback
and Online Trolls

Thursday, Feb 25

1:00 PM – 1:30 PM CDT

Register at epmsonline.com