

How Neo-Traditionals and Boomers Are Changing Our Market

- Neo-Traditionals are the buyers of today. In fact they never stopped buying. They have continued to buy in a recessionary market because they're looking for things that connect with them on a personal level.
- More than any generation these Neo-Traditionals are predominately boomers.
- Cultural opportunities and "what's in the neighborhood" are very important to the Neo-Traditionals.
- The following suggestions are how this new buyer applies to you and your advertising. You must emphasize what's unique about the listing. You need to describe the experience of living in that particular community.
- The Neos are sophisticated buyers and they find you when they are ready.
- Remember this group is not unique to a neighborhood or area so to find them you must gear your marketing services to catch their attention. Here are some additional suggestions: look at your listing from a different perspective. How does this house stand out from any other?
- Planned communities have incorporated the multi-generational, easy access, amenity filled properties into their site plans. So should the agent's advertising.
- The demographic of retiring buyers staying in the same house for many years is no longer the scheme of things.
- You must change your old way of marketing your listings. Think Neo-Traditional

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