

## Course Description

### *Millennials: Challenging the Traditional Real Estate Model*

This course examines the factors driving today's real estate market. The instructor will take you beyond the newspaper headlines to illustrate how the former driving factors of Baby Boomers (previously the largest real estate buyer group) no longer apply. You will learn how Millennials—today's largest real estate market—buys, sells, rents, strategizes, and communicates. Learn how you can better serve this new leading population of clients.

This course will challenge past approaches to working with clients and illustrate successful approaches to working with today's buyers and sellers. Get insight into how to educate yourself about Millennials' specific preferences and how builders and the real estate industry are responding to them.

You will explore essential expectations and patterns so you can refine and re-tool and your knowledge and practices, as well as your branding and image to reflect an understanding of the new real estate model. This course focuses on increasing your ability to work effectively and productively with Millennials to achieve their real estate goals, as well as yours!

Topics include:

- Traditional versus Millennial real estate model
- Defining the market
- Wants, needs, and deal breakers
- Motivation
- The affected real estate market and model
- Effective strategies for working with Millennials

**Course Title Millennials: Challenging the Traditional Real Estate Model OnDemand**

ISBN 978-1-4754-6560-0

Credit hours and min./hour 4 hours (50-minute hours)

Time attached to final exam  Yes  No

Unit Title	Minutes/ Unit	Minutes/ Objective	Learning Objective
<b>Unit 1: What do the Models Look Like?</b>	67		differentiate between the traditional and millennial real estate market
Videos		65	
Practice Questions		1	
Unit Exam		1	
<b>Unit 2: Who Are the Millennials?</b>	38		define the millennial market
Videos		36	
Practice Questions		1	
Unit Exam		1	
<b>Unit 3: What Do They Want, and What Do Real Estate Professionals Need?</b>	31		explain what millennials want and what real estate professionals need to successfully work together in real estate
Videos		29	
Practice Questions		1	
Unit Exam		1	
<b>Unit 4: Why Are They Changing the Model?</b>	18		summarize why the real estate model is changing for millennials
Videos		16	
Practice Questions		1	
Unit Exam		1	
<b>Unit 5: Where Are the Big Changes Happening?</b>	19		discuss where the biggest changes to the real estate model are happening
Videos		17	
Practice Questions		1	
Unit Exam		1	
<b>Unit 6: How Can Real Estate Professionals Adapt?</b>	27		demonstrate effective strategies for working with millennials
Videos		25	
Practice Questions		1	
Unit Exam		1	
<b>Final Exam</b>	0	0	
		<b>200.0</b>	<b>TOTAL MINUTES</b>

## OFFICIAL CERTIFIED COURSE SUMMARY CERTIFICATE



*The number one credential for quality design and delivery of distance education in the world.*

### Administrative Information

**Course Title:** Millennials: Challenging the Traditional Real Estate Model OnDemand Course

**Course Number:** 7292

**Certified:** 01/25/2018

**Expires:** 01/25/2021

**Status:** Approved

**Provider:** Dearborn Real Estate Education Company

**Address:** 332 Front St., Suite 555

La Crosse, Wisconsin 54601

**Phone:** 608-779-5599; **Fax:** 608-779-0442

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### Course Information

**Provider Type:** Primary Provider

**Delivery Method:** Internet

**\*Clock Hours:** 4

**Final Exam:** Yes

**†Clock Hour Enforcement Mechanism:** Yes

**Proctored Exam:** No

**Difficulty Rating:** Intermediate

**Description:** This course examines the factors driving today's real estate market. The instructor will take you beyond the newspaper headlines to illustrate how the former driving factors of real estate no longer apply, as millennial buyers outpace baby boomers (previously the largest real estate buyer group). You will learn how millennials--today's largest real estate market--buy, sell, rent, strategize, and communicate. Learn how you can better serve this new leading population of clients. This course will challenge past approaches to working with clients and illustrate successful approaches to working with today's buyers and sellers. Get insight into how to educate yourself about millennials' specific preferences and how builders and the real estate industry are responding to them. You will explore essential expectations and patterns so you can refine and re-tool and your knowledge and practices, as well as your branding and image to reflect an understanding of the new real estate model. This course focuses on increasing your ability to work effectively and productively with millennials to achieve their real estate goals, as well as yours!

**Course Notes:** This course may be offered without a final exam without compromising certification or affecting the clock hours. Whether the course contains a final exam is dependent upon the jurisdiction the course is being offered in. This course has been certified with and without a mechanism that mandates students spend precisely the stated number of hours in the course. However, the course may be facilitated without the timing mechanism in jurisdictions that do not require such without compromising certification.

**Instructors:** Use Secondary Provider

### \*\*Course Approval Information

This course may not be approved in any jurisdiction or the provider has chosen not to include which jurisdictions the course is approved in.

#### Disclaimers

\* Professional reviewers have determined that the amount of content to be presented in this course, as specified in the provider's timed outline, should take the stated time to complete. This certification does not suggest the course will take the hours listed if implemented into a distance education learning system that uses an inferior instructional design. In addition, ARELLO does not guarantee or audit the performance of classroom instructors to ensure the appropriate clock hours of instruction are presented to students.

\*\* Regarding course approval information, the course provider may list here the jurisdictions that have approved this course for professional credit. Information in regard to jurisdictional course approval is not maintained by ARELLO but by course providers. If no jurisdictions appear in the course approval area, the provider may not yet be approved by a regulatory agency to offer the course. Please contact the provider if you have a question in regard to course approval information.

† A "Clock Hour Enforcement Mechanism" is course feature that mandates students spend X amount of time in the course. This mechanism is not required for certification but is required in certain jurisdictions. The absence of a clock hour enforcement mechanism does not compromise certification and the typical student taking the course can still be expected to take the appropriate amount of time to complete the course.