Real Estate needs of Gen Y
Top Five
5) Connected w/ Technology - Invest in infrastructure
4) Flexibility and Adaptability
3) Efficiency and Convenience
2) It’s simple Math: Gen Y can afford X...

1 + 2 = 3

Annual salary: $50,000
30% of Income: $15,000
Monthly Rent: $1,250
1) Diverse Wants and Desires: Not all Gen Y want the same thing...