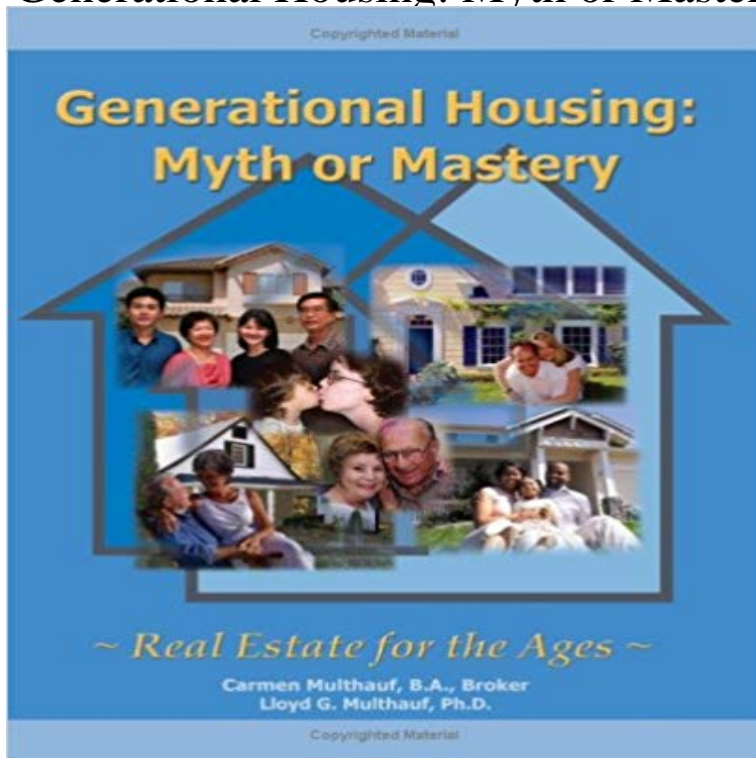


Generational Housing: Myth or Mastery for Real Estate



Winner of the National Association of Real Estate Editors (NAREE) First-Time Author Robert Bruss Award -- Each generation has unique life experiences, a distinct peer personality, and they make different life choices. *Generational Housing: Myth or Mastery* focuses on the personality of each generation of the last century, and explores the effect of those differences on housing. The book covers five generations: Millennials, an emerging market buying real estate earlier than any generation that has gone before; Generation X, the most active buyers today; Boomers, upscale buyers, having purchased vacation homes and investment property but whose portfolios and retirement plans are impacted by the economic crisis; Silents, a high percentage owning homes with large equity; and the G.I. Generation, the original seniors, many now lost to us. It also discusses the social impact of immigration and ethnic groups. Each generation views housing options and approaches housing decisions differently. Asset planning, finance and taxation affect them differently as well, but they are equally important to all home buyers and sellers. *Generational Housing: Myth or Mastery* presents these vital topics in a clearly stated, understandable manner to guide both the agent and the consumer. It is an interesting, conversational read in 149 very informative pages.

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