

Understanding How Millennials Buy and Why

For decades the mature generation, the baby boomers and even the Gen-Xers have been meeting, networking, socializing, golfing and lunching with prospective clients. Now we find that texting, Instagram, Twitter, email and Facebook have become the primary means of communication. It seems daunting to get a Millennial in the room. They buy houses online – or at least they shop endlessly for the right house and they even apply for and obtain a mortgage online. They even set up their financial planning online. And they have no idea how much that might be costing them.

This presentation will help Open Up The Lines Of Communication With The Millennials



Marianne Jones is a founder and the co-owner of Millenium Home Mortgage LLC since 1998. She acts in the capacity of top producing loan officer as well as managing the LLC. She is well connected with the community and is the recipient of 2014 North Central Jersey Association of Realtor (NCJAR) Affiliate of the Year. She has been the Chairperson for NCJAR Affiliate Committee and has served as President and current Treasurer of Le Tip of Denville. Her focus is to provide the best possible customer experience through the borrowing process.



Laurel Bernstein is the Founder and President of Laurel Bernstein & Associates, a New Jersey based consulting and training firm focused on enhancing the performance and leadership skills for business owners and senior leaders. Ms. Bernstein has interacted with and coached executives for over two decades, while working in tandem with some of the most powerful management teams among New York's corporate elite. Ms. Bernstein advises many companies helping their owners and leaders evaluate their business models, plan vibrant strategic initiatives and design team development. Ms. Bernstein holds a Certificate in Professional Coaching from Baruch CUNY Zicklin Business School iCoach New York.

She has become an expert on how the four generations in the workplace interact.

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