



Generation NOW Recruiting, Training and Retaining Millennials as Realtors and as Clients

Brian McKenna

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Generation Now is a series of ideas and strategies for attracting Millennials as Realtors and as clients and customers. It is written in down-to-earth language by a practitioner for fellow practitioners. Generation Now author Brian McKenna intends this book to be a conversation starter among brokers and broker-managers about this enormous and professionally underrepresented generation. The content balances research-based findings with the challenges of practical application and a corresponding blog - generationnowbhhsblake.wordpress.com - keeps the conversation going.

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