



Welcome  
Move over Millennials,  
here comes Gen Z

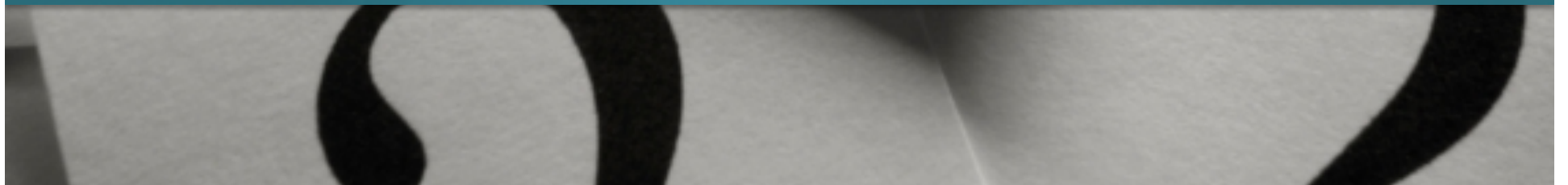


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Questions?



# TOPICS

Stats and Facts

Communication Methods

Gen Z and Work

THEY USED TABLETS BEFORE LAPTOPS,  
STREAMED BEFORE THEY DOWNLOADED,  
AND CHATTED BEFORE THEY EMAILED.

# Thought #1

## Stats and Facts

# prag·mat·ic

/prag'madik/

*adjective*

dealing with things sensibly and realistically in a way that is based on practical rather than theoretical considerations.

"a pragmatic approach to politics"

*synonyms:* [practical](#), matter-of-fact, [sensible](#), [down-to-earth](#), commonsensical, [businesslike](#), having both/one's feet on the ground, [hardheaded](#), [no-nonsense](#); *informal* [hard-nosed](#)

"she remains pragmatic in the most emotional circumstances"

- relating to philosophical or political pragmatism.
- **LINGUISTICS**  
of or relating to pragmatics.



Translations, word origin, and more definitions

1996







# DEFINING MOMENTS

- Great Recession
- Student loan debt crisis
- ACA
- Gay marriage
- 20-something billionaires

*Thought #2*  
Communication methods





*Less is*

**MORE**







A black and white photograph showing a close-up of a hand with the index finger pointing towards the word "Privacy". The word is printed in a bold, italicized, sans-serif font on a light-colored surface, possibly a piece of paper. The hand is positioned in the upper right quadrant of the frame, with the finger extended towards the center. The lighting creates soft shadows, emphasizing the texture of the skin and the surface of the paper.

***Privacy***



Thought #3  
Gen Z at work

SUCCESS COMES FROM  
YOUR **NETWORK.**

Goodbye brand

**LOYALTY**

**DO IT WITH  
PASSION  
OR NOT  
AT ALL.**

# TAKEAWAYS

Stats and Facts

Communication Methods

Gen Z and Work

# SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

# Thank you! Want to learn more?

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# Upcoming Webinar



The art of follow up

*Thursday, July 14*

*1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)