

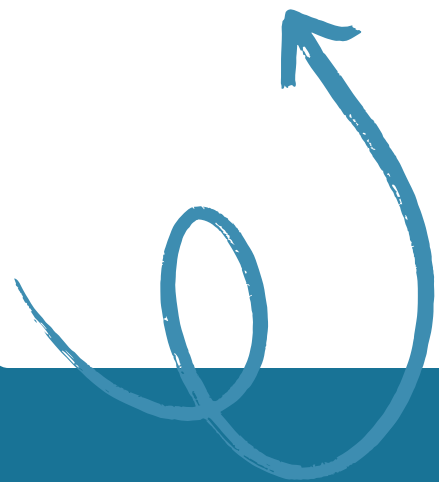


What is Generational Marketing?

Generational marketing focuses on understanding the unique values and behaviors of each age group, allowing brands to create relevant and engaging content that truly resonates with diverse consumers.

Each generation is shaped by its own historical context and events, such as wars, elections, recessions, and social events.

As younger generations shift into positions of power, their influence grows on the economy and culture.



Baby Boomers: Active and Affluent

DATA SNAPSHOT

- 70.2M Americans | 53% of U.S. household wealth
- \$1.2M avg. household net worth
- 85% of adults 60+ own their homes
- 77% tie home to personal identity

HOUSING REALITY

- 70% plan to age in place
- 94% want energy-efficient homes

WHAT THEY WANT

- Comfort, accessibility, durability, intelligence
- Low-maintenance, durable homes that meet fixed incomes and retirement plans
- Assisted-living & wellness tech that supports independence

MARKETING TAKEAWAY: Boomers want high-performance homes that protect their lifestyle, health, and wealth.



Designing for Boomers

PRODUCT STRATEGY

- Single-level or first-floor primary living
- Wider doorways and hallways
- Durable, low-maintenance materials
- High-performance envelopes for comfort and cost control

TECH STRATEGY

- Energy management systems with clear, intuitive interfaces
- Assisted-living and safety technologies that preserve independence

COMMUNITY STRATEGY

- Like-minded, lifestyle-driven communities
- Walking trails, fitness amenities, and wellness access
- Proximity to healthcare without institutional feel

DESIGN PRINCIPLE: Boomers want homes that work effortlessly and age with them.



Gen X: Peak Earning, Max Responsibility

DATA SNAPSHOT

- 65.8M Americans | \$2.4T in spending power
- Highest share of graduate degrees and small business owners
- Cultural and economic influence disproportionate to size

HOUSING REALITY

- 72% prefer single-family homes in suburban settings
- 61% live in multi-generational households
- Still shaped by 2008 recession—risk-aware, value-driven

WHAT THEY WANT

- Flexible homes for changing life phases
- Large common areas for family gatherings
- Home offices, fitness-forward design, functional layouts

MARKETING TAKEAWAY: Gen X want practical, flexible, high-value homes with a clear ROI that support work, family, and long-term stability.



Designing for Xers

PRODUCT STRATEGY

- Adaptable floor plans for multigenerational living
- Dedicated home offices and gyms
- Storage-rich, highly functional design

TECH STRATEGY

- Energy efficiency framed as cost predictability and ROI
- Productivity-enhancing smart tech (security, HVAC, lighting)
- Robust connectivity for work-from-home households
- Systems that reduce maintenance and time burden

COMMUNITY STRATEGY

- Suburban or edge-urban neighborhoods aligned with lifestyle
- Privacy balanced with community connection
- Family-friendly infrastructure that supports busy lives

DESIGN PRINCIPLE: Gen X values function over flash. Homes must flex, perform, and justify every dollar spent.



Millennials: Purpose Driven, Cost Aware

DATA SNAPSHOT

- 72.1M Americans | \$2.5T in spending power
- 40% of the workforce (2025), 52% of remote workers
- First generation to earn less than their predecessors

HOUSING REALITY

- Delayed homeownership due to affordability constraints
- Housing choices shaped by finances, tech integration, and environmental awareness

WHAT THEY WANT

- Smaller homes with lighter footprints, solar + storage
- 83% consider energy efficiency essential
- 86% willing to pay more for sustainable features
- Shared amenities: community spaces, gardens, urban farming

MARKETING TAKEAWAY: Millennials match value with values and invest accordingly.



Designing for Millennials

PRODUCT STRATEGY

- Smaller footprints with smarter space utilization
- High-performance construction and solar to reduce operating costs
- Durable, healthy materials that support long-term value

TECH STRATEGY

- Integrated smart home and energy monitoring for cost transparency
- Electrification, wellness, and resilience features

COMMUNITY STRATEGY

- Access to transit, services, schools, and shared amenities
- Co-working and community spaces, gardens, and social infrastructure
- Sustainability embedded visibly and authentically

DESIGN PRINCIPLE: Millennials understand total cost of ownership. They'll invest upfront for lower monthly costs, increased wellness and resilience, and reduced environmental impact.



Gen Z: Sensible, Diverse, Security-first

DATA SNAPSHOT

- 68.6M Americans | \$360B in spending power
- Most diverse generation in U.S. history
- 40% have entered the workforce

HOUSING REALITY

- Budget-conscious, debt-averse, focused on safety and security
- 80%+ intend to own homes—and sooner than Millennials
- Biggest barrier: down payment, not desire

WHAT THEY WANT

- Affordable entry points to build equity quickly
- 80% want net-zero energy, water, and carbon homes
- Prefab and factory-built homes seen as higher quality & performance
- Co-living, co-buying, and creative ownership models
- Shared amenities: co-working, maker spaces, pet-friendly, local retail

MARKETING TAKEAWAY: Gen Z wants ownership, but on smarter terms. They embrace sustainable homes and full value of homeownership.



Designing for Zs

PRODUCT STRATEGY

- Entry-level price points with high-performance fundamentals
- Smaller, efficient footprints that maximize livability
- Flexible layouts that support roommates, co-buying, or co-living

TECH STRATEGY

- Smart energy management to lower monthly costs, increase safety & control
- Clear, transparent performance data (energy, carbon, water)
- Health-forward systems: ventilation, filtration, moisture control

COMMUNITY STRATEGY

- Walkable, transit-accessible locations
- Shared amenities: co-working, maker spaces, pet-friendly design
- Community-scale energy and resilience infrastructure
- Inclusive, values-aligned neighborhoods that feel safe and connected

DESIGN PRINCIPLE : Gen Z wants affordability + performance + transparency, and they'll buy in early and stay invested.



Gen Alpha: Ready for Change, Demanding Better

DATA SNAPSHOT

- 51M Americans
- 11% of workforce by 2030
- 75% likely to work in jobs that don't yet exist (AI, ML, blockchain)

HOUSING REALITY

- First home purchases begin 2029–2030
- Heavy users of AI, VR, YouTube, and immersive digital platforms
- Carbon-negative, regenerative, small-footprint, uber-flexible homes

WHAT THEY WANT

- AI-powered home assistants for climate, lighting, and security, Voice- and gesture-controlled environments
- Predictive maintenance via IoT, AR/VR spaces for learning, work, and play
- Healthier materials and energy independence

MARKETING TAKEAWAY: Gen Alpha won't "adopt" sustainability—they'll expect it invisibly embedded. For them, high-performance, regenerative, AI-enabled homes aren't aspirational, they're the baseline.



Designing for Gen Alpha: Intelligent Ecosystems

PRODUCT STRATEGY

- Ultra-efficient, regenerative homes that adapt to their lifestyle needs, daily routines, and moods
- Carbon-negative materials
- Offsite construction to reduce waste and increase efficiency

TECH STRATEGY

- AI-powered home assistants with voice and gesture controls
- Continuous performance optimization and predictive maintenance via IoT
- AR/VR-enabled spaces for learning, work, and entertainment

COMMUNITY STRATEGY

- Nature-integrated design and biophilia
- Shared, decentralized, renewable resources: energy, water, mobility, amenities
- Community resilience hubs (power, cooling, communications)

DESIGN PRINCIPLE: Alphas want homes that think, adapt, and improve outcomes automatically.



Value Per Square Foot: New Housing Metric

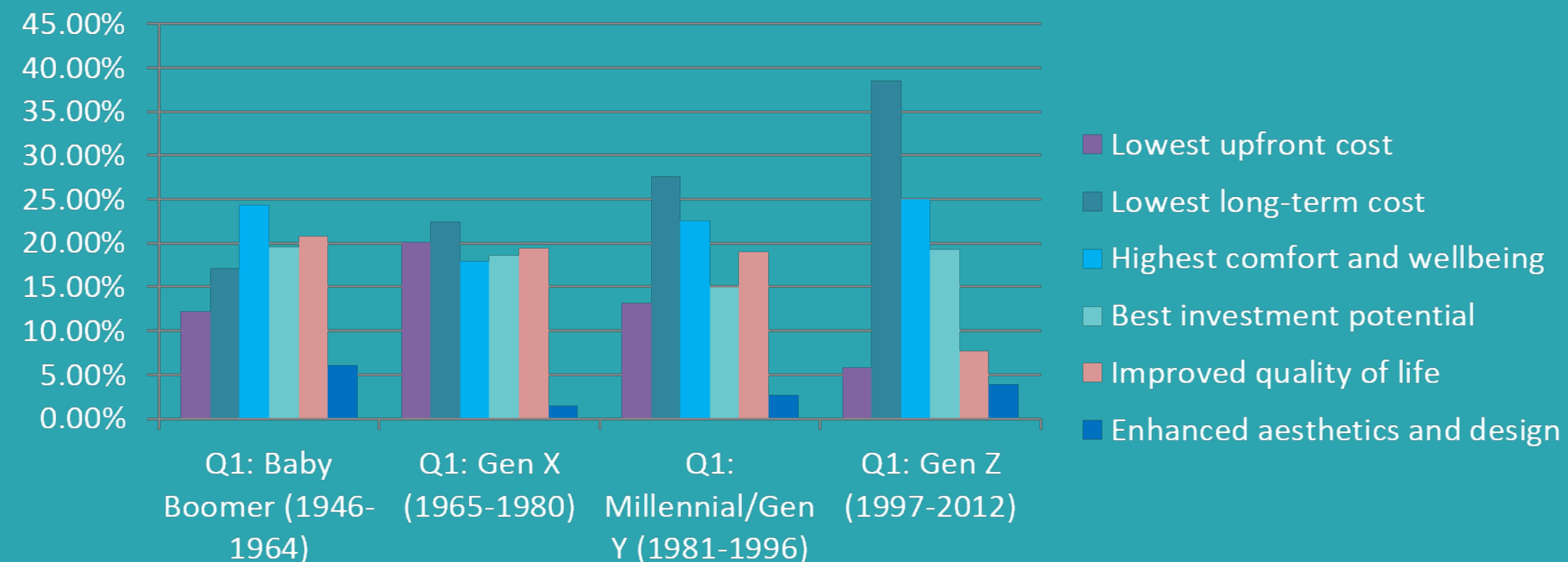
- Price per square foot represents size + cost.
- Value per square foot incorporates decarbonization, energy, water, wellness, resilience, equity and community.
- Price per square foot burdens homeowners with higher operating costs for utilities, insurance, and maintenance, while limiting the ability for homes to withstand intensifying climate events.
- Consumers now factor sustainability into home buying decisions, but appraisals, mortgage underwriting, and valuation models have not kept pace—they continue to undervalue the very features that consumers are demanding.
- By shifting to value per square foot, builders can differentiate themselves and avoid the destructive race to the bottom that characterizes commoditized markets and purely price-driven competition.



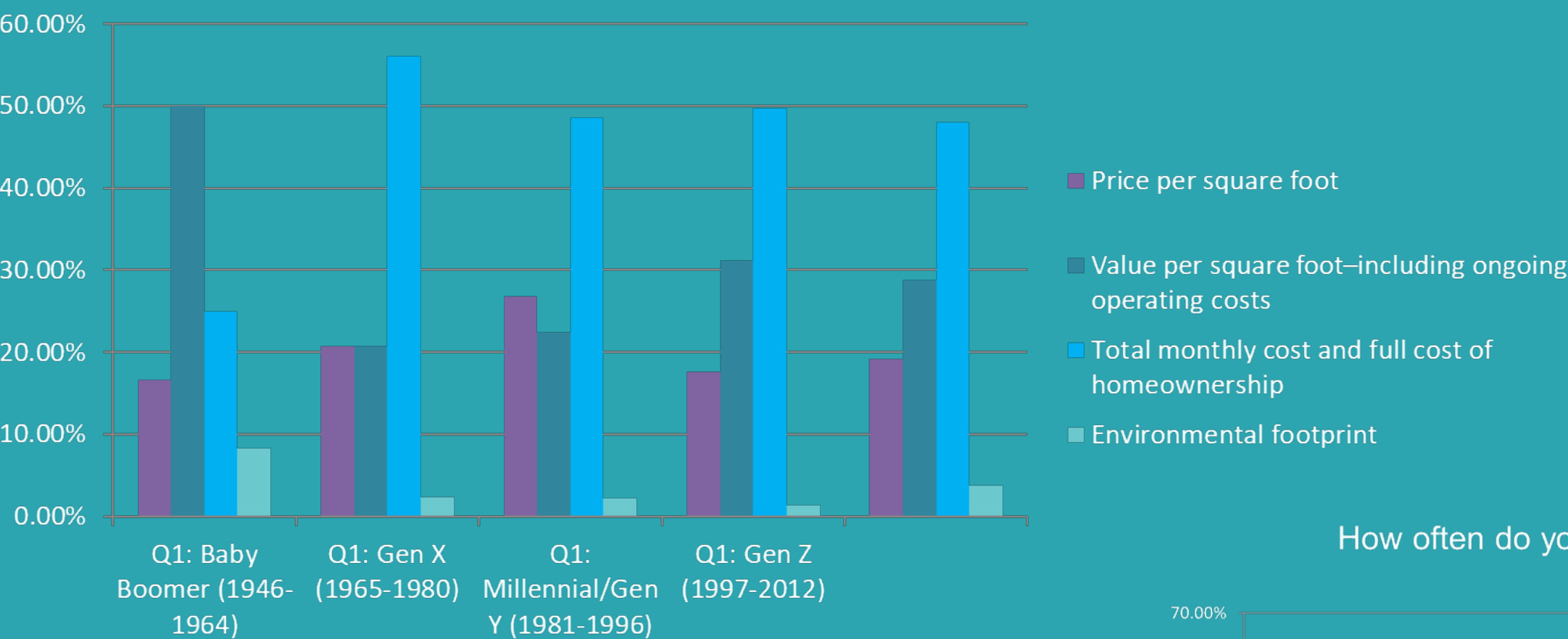
Which are you more focused on when purchasing a home?



Which of these most represents your mindset when making major home decisions?



When comparing homes, which metric would you find most useful?

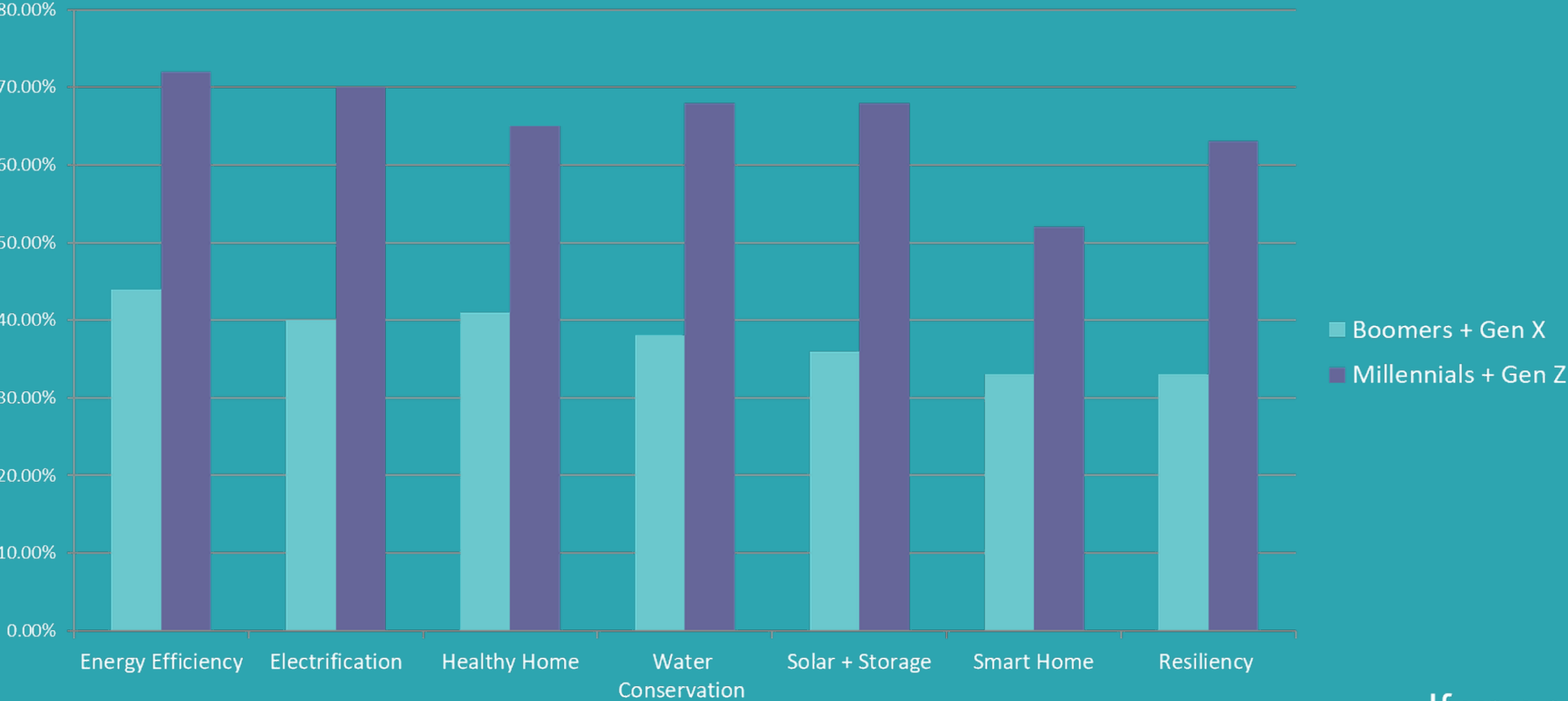


Source: COGNITION Smart Data

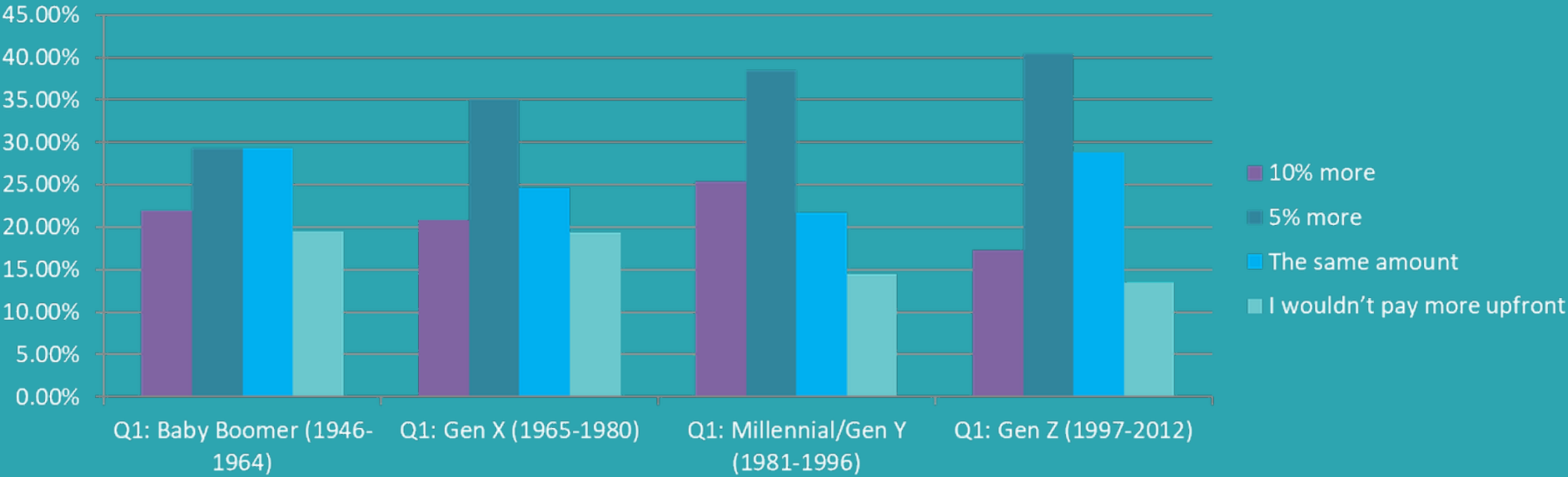
How often do you consider long-term costs (energy, maintenance, insurance) when buying or remodeling?



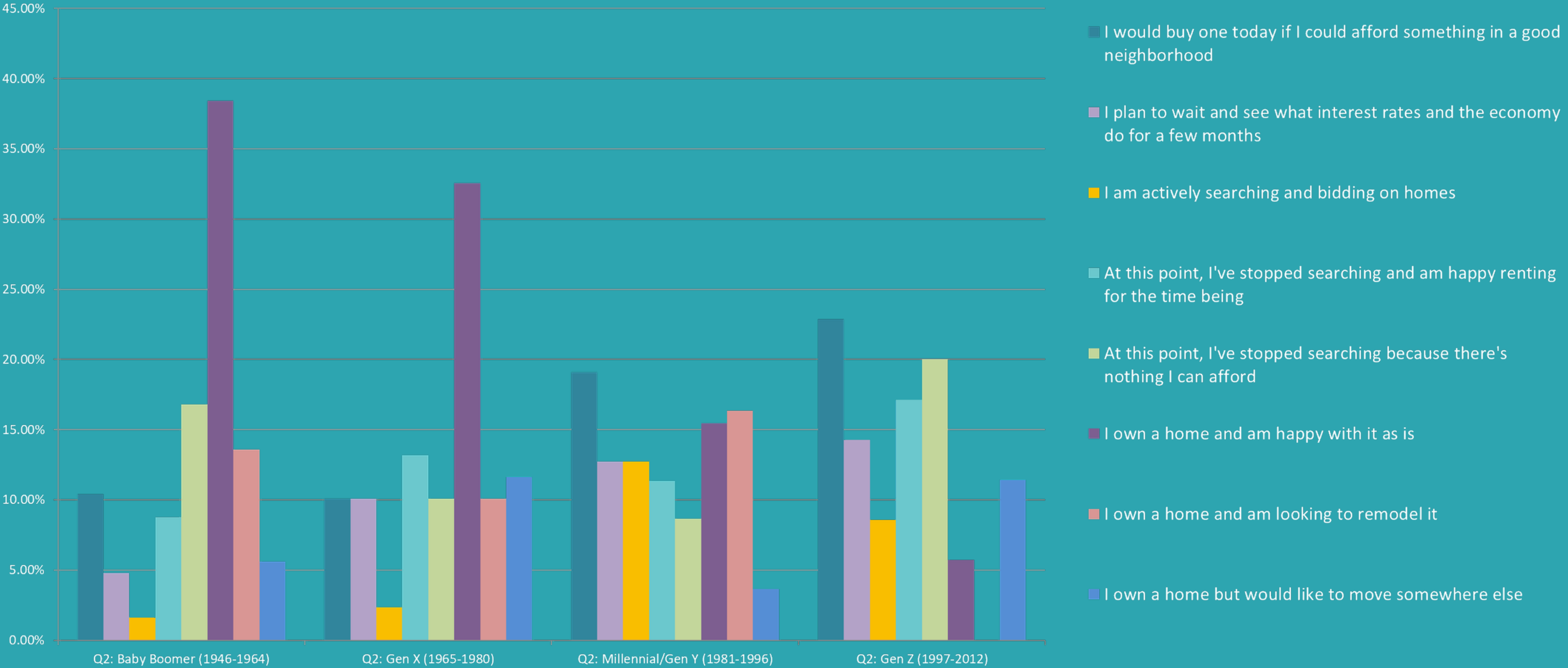
Will you pay for sustainability upgrades that lower ongoing cost of homeownership?



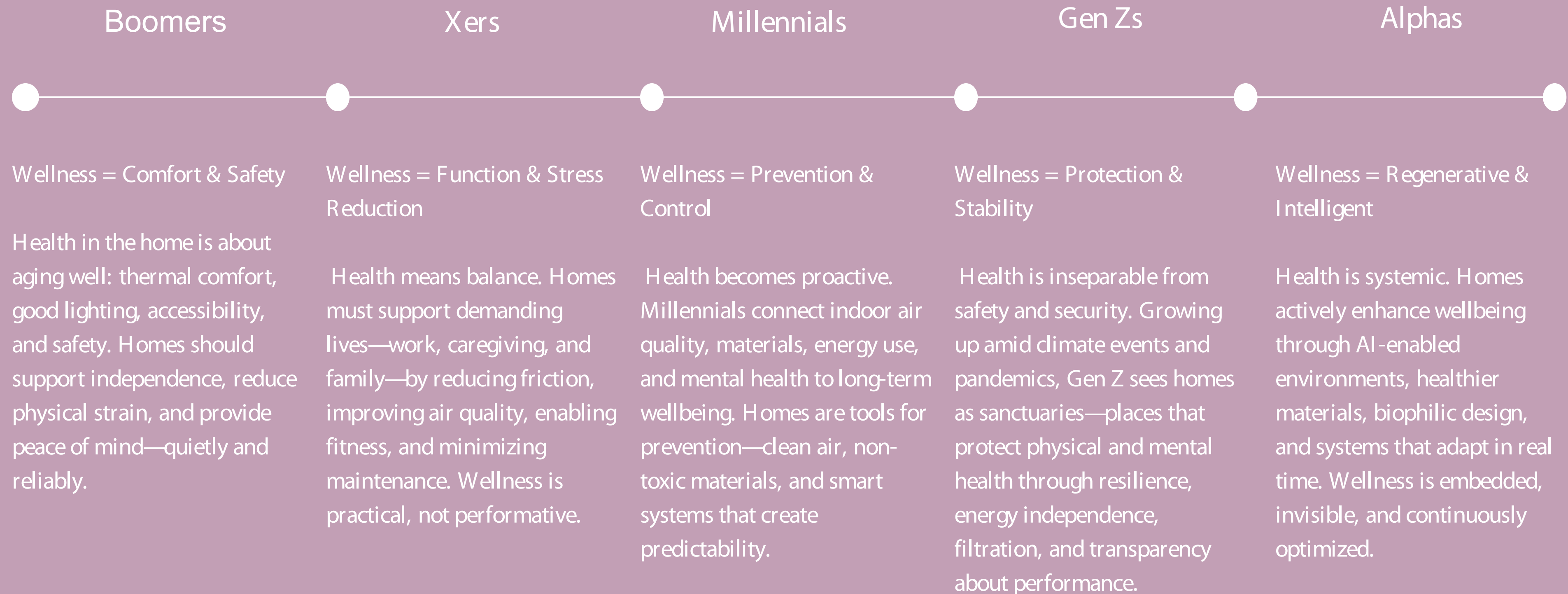
If you could lower your total monthly homeownership costs by 20% with sustainability upgrades (energy efficiency, electrification, and resiliency), how much more would you be willing to pay upfront?



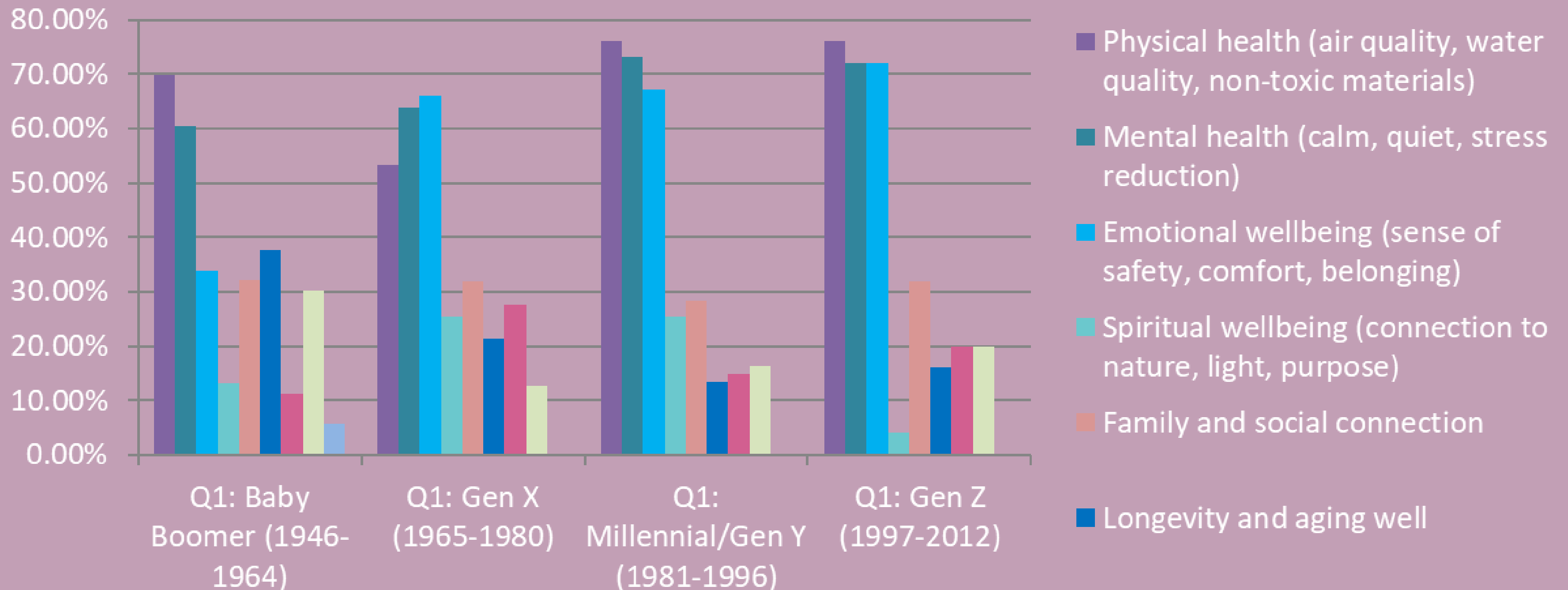
Which of these statements best describes your attitude about owning a new home?



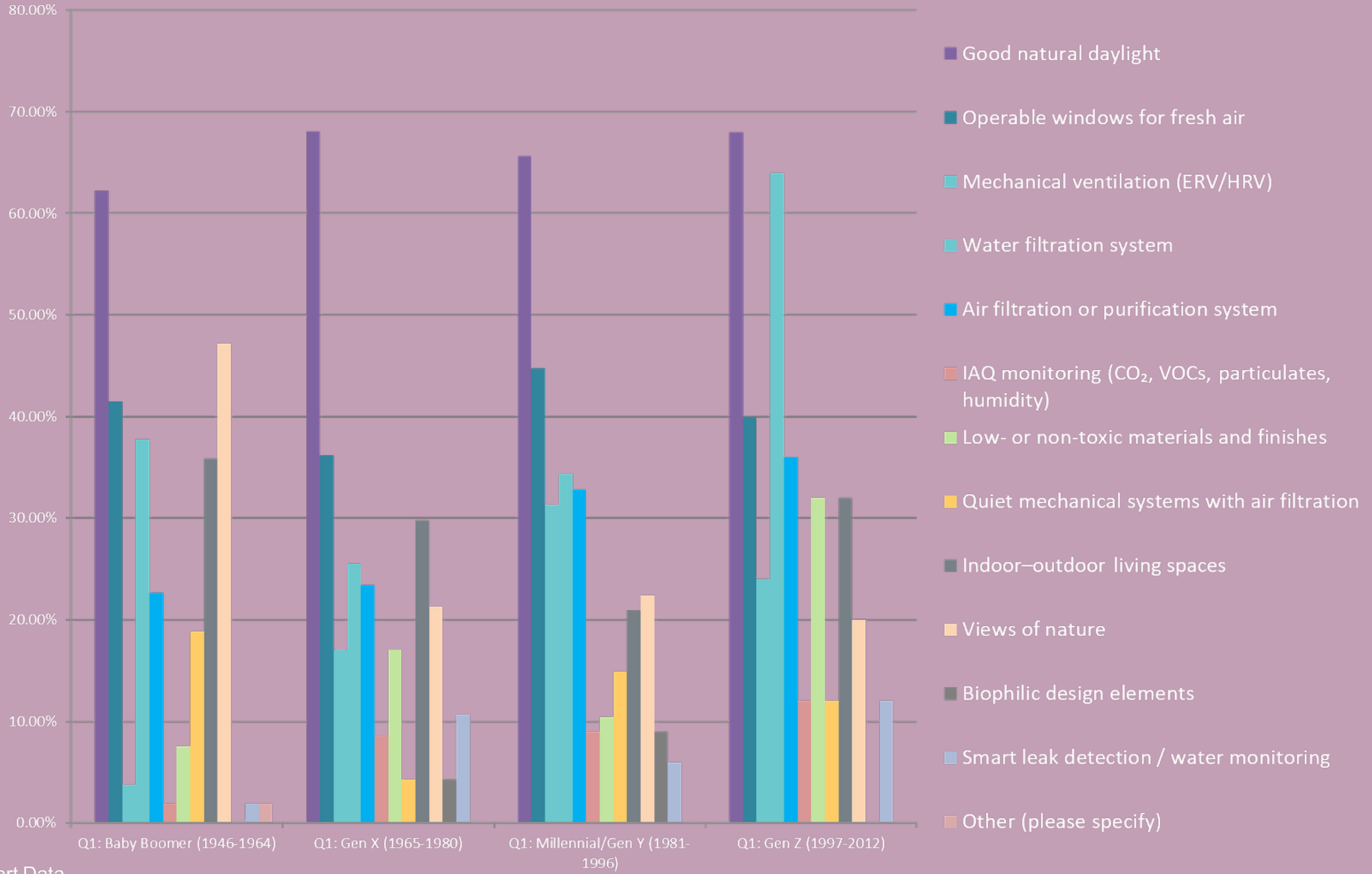
Perception of Wellness



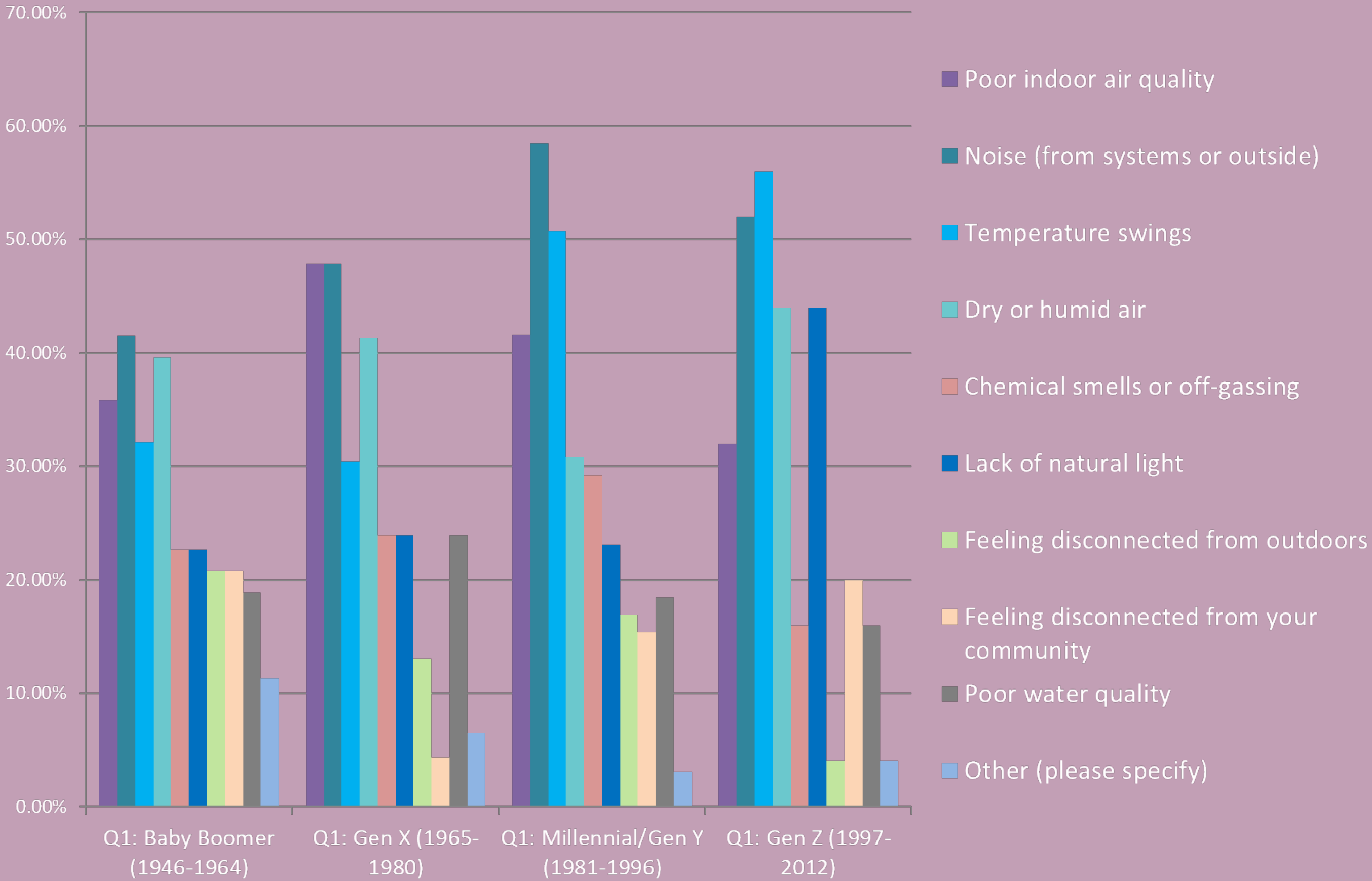
When you think about wellness at home, which of the following matter most to you?



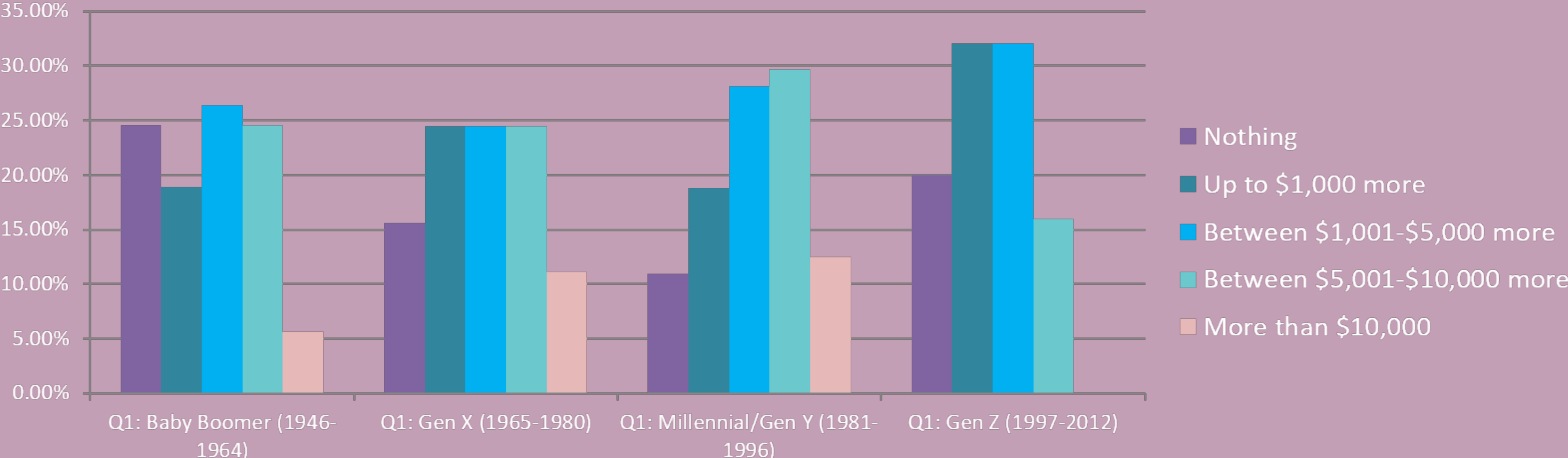
Which of these features do you most appreciate in daily life?



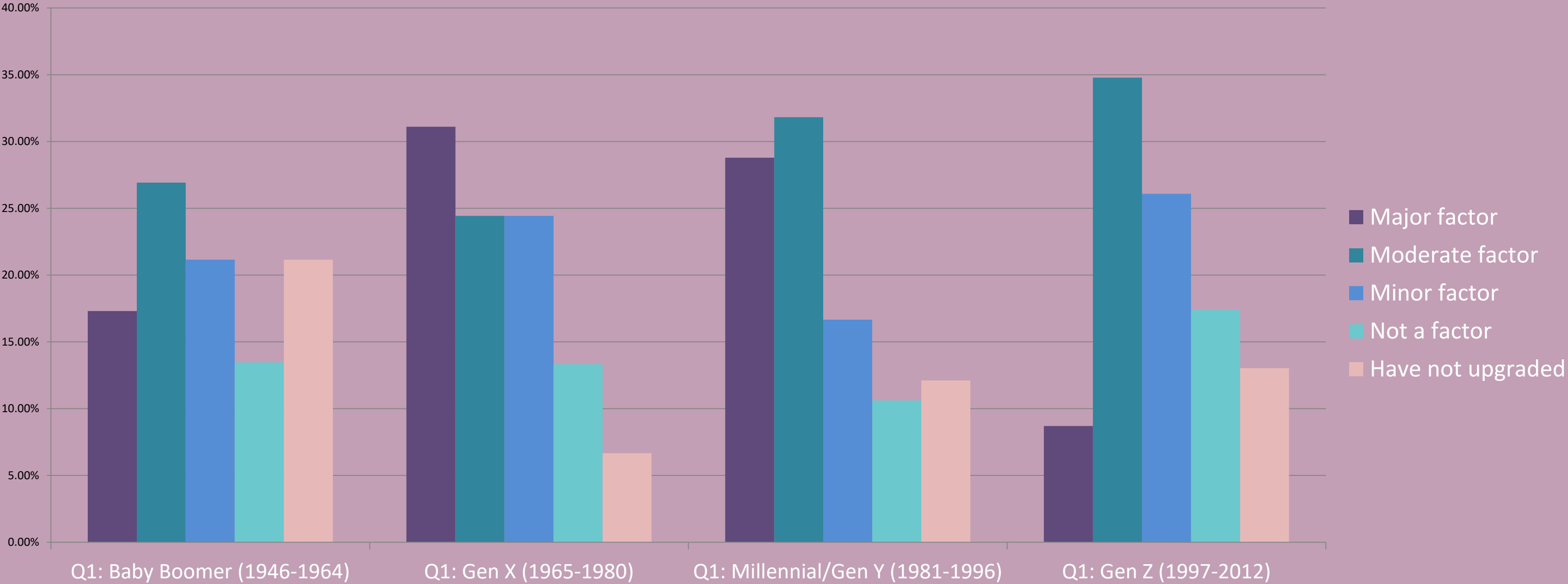
Which of the following negatively impact your sense of wellbeing at home? (Select all that apply)



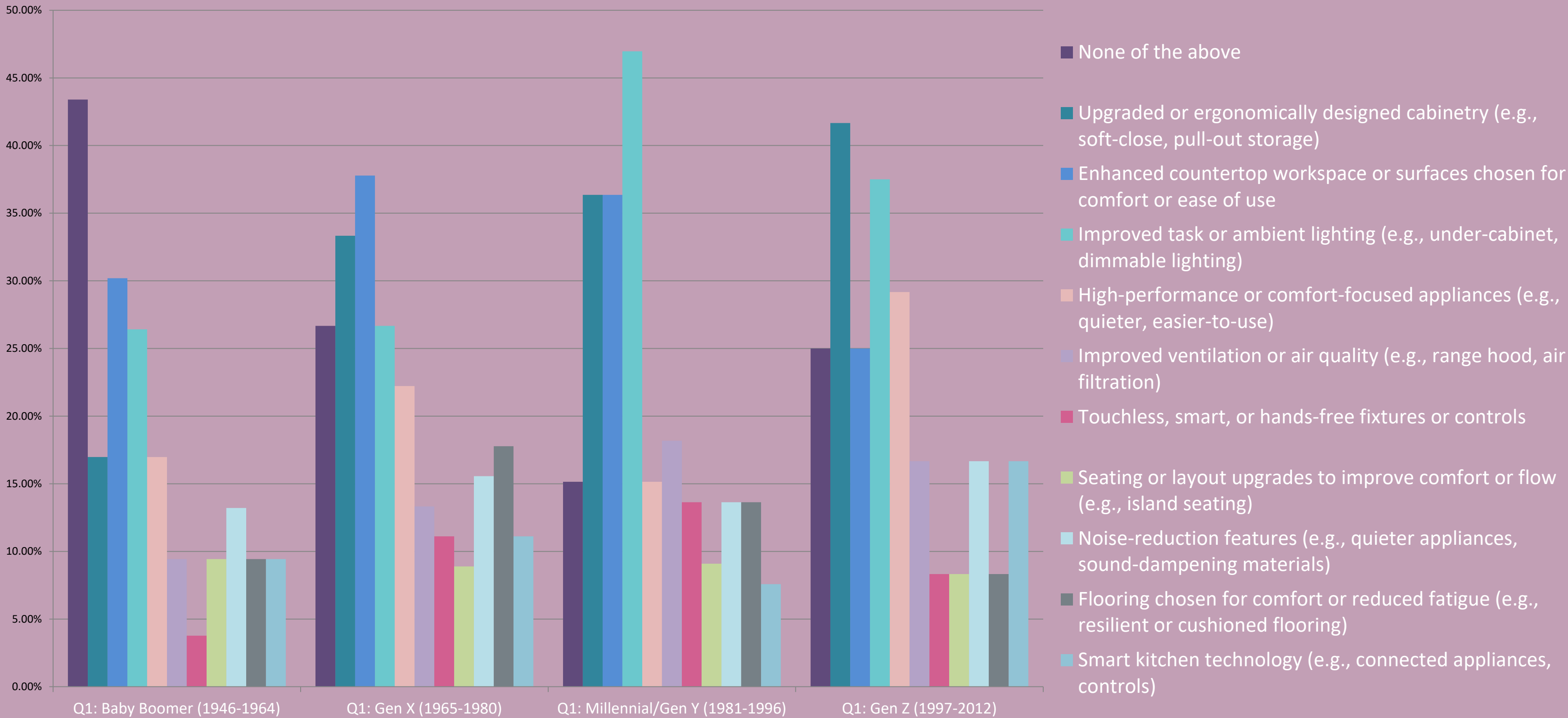
How much more would you be willing to pay upfront for a home that clearly supports long-term health and wellbeing if it lowered ongoing costs and improved quality of life?



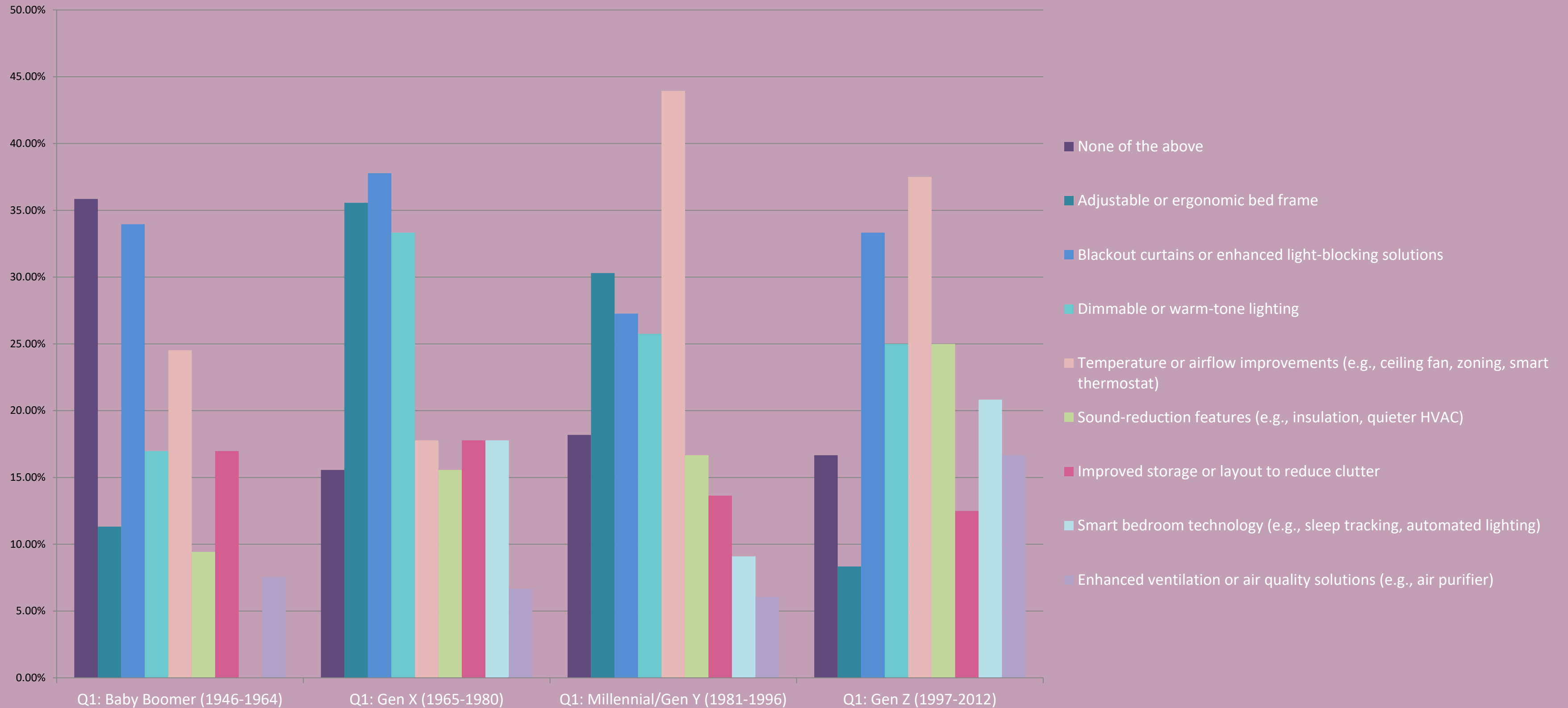
To what extent were health, wellness, or sleep considerations a factor in your most recent home upgrade or renovation?



Which kitchen features have you intentionally added or upgraded to support comfort, convenience, or well-being?



Which of the following bedroom features have you intentionally added or upgraded to support sleep quality, comfort, or overall well-being?



One Product, Five Value Lenses

Same Home. Five Very Different Definitions of Value.

- Boomers value comfort, predictability, and asset protection
- Gen X prioritizes flexibility, ROI, and risk management
- Millennials focus on total cost of ownership, wellness, and purpose
- Gen Z demands affordability, performance, and proof
- Gen Alpha will expect intelligent, regenerative systems



Housing Demand Timeline

2026-2028: Transition Phase

- Millennials dominate demand; Gen Z accelerates entry-level ownership
- Energy efficiency, electrification, and smart tech become expectations
- Value per square foot begins replacing price per square foot in messaging
- Rapid expansion of Distributed Energy Resources and VPPs/DPPs

2029-2031: Inflection Point

- Gen Alpha enters housing market with new set of expectations
- AI-driven home systems move from novelty to norm
- Prefab, modular, and factory-built homes gain mainstream acceptance
- Net-zero energy becomes baseline in leading markets
- Growth in net zero carbon requirements

2032-2034: Systems Shift

- Homes evaluated on resilience, health, and operating stability
- Predictive maintenance and automation reduce ownership friction
- Community-scale energy, water, and mobility systems expand
- Carbon and energy performance influence financing and insurance

2035 and Beyond: Regenerative Era

- Gen Alpha's influence increases in housing market
- Carbon-negative, AI-managed, nature-integrated housing gains market premium
- Housing viewed as infrastructure for longevity, equity, and climate resilience

Successful Generational Marketing Strategies

Lead with Value

Stop selling what homes have.
Sell what they do and how they can improve lives.

Sustainability, wellness, and resiliency tied into financial stability, health protection, and risk reduction.

Shift the conversation from specs to lived experience.

Affordability as a Systems Outcome

True affordability now depends on:

- Predictable operating costs
- Health and wellness
- Resilience and risk reduction
- Long-term performance and durability

Affordable doesn't mean cheaper. It means more stable, more efficient, and less risky over time.

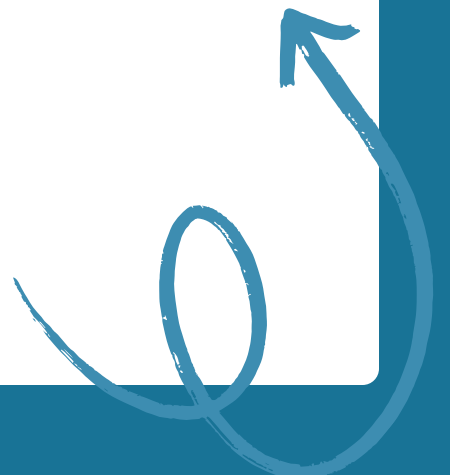
Match the Message with the Motivation

- Boomers: protection, simplicity, cost certainty
- Gen X: ROI, flexibility, risk management
- Millennials: total cost, wellness, blended values
- Gen Z: transparency, environmental and social purpose
- Gen Alpha: embedded intelligence and regeneration

Plan for the Future Buyer, not the Last One

Homes and communities built today must meet the expectations of the next generation of buyers, not just today's market.

Remove friction through clear data, financing pathways, incentives, and validation. These matter to buyers more than discounts—especially for younger buyers.





Thank you!

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