



HACK HOUSING

HOP CITY

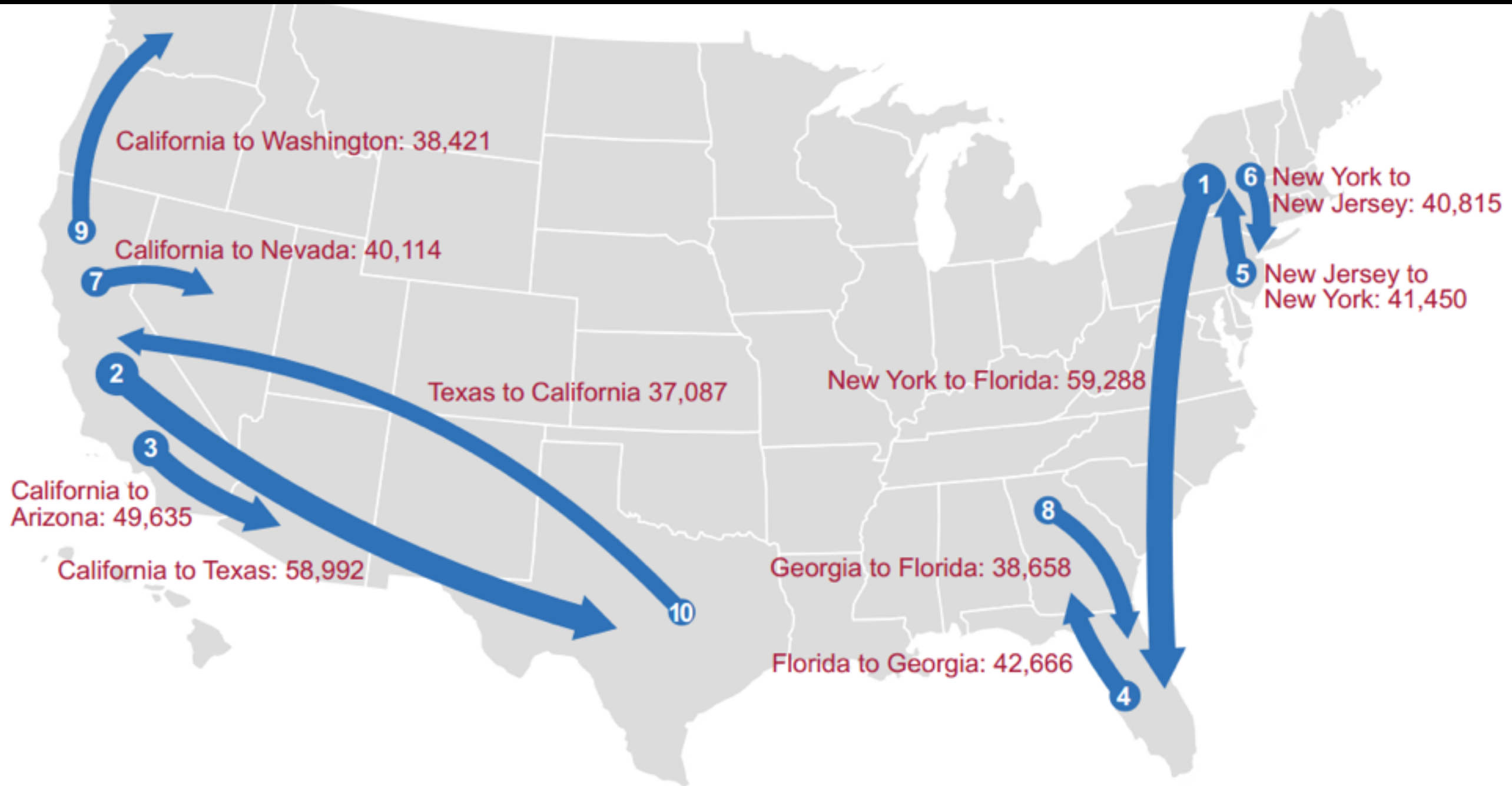


# GENERATION Y

- 80 Million People
- Future Homebuyers



# GENERATION Y IS ON THE MOVE





# GEN Y

- Cares more about Neighborhood than House itself
- No knowledge of other city: Fear of Unknown
- Huge Emotional barrier to buying



LIVE DEMO