

# PLAN FOR YOUR FUTURE WITH ZILLOW

INTRODUCING TEAM HIRAETH

WITH Z-FUTURE



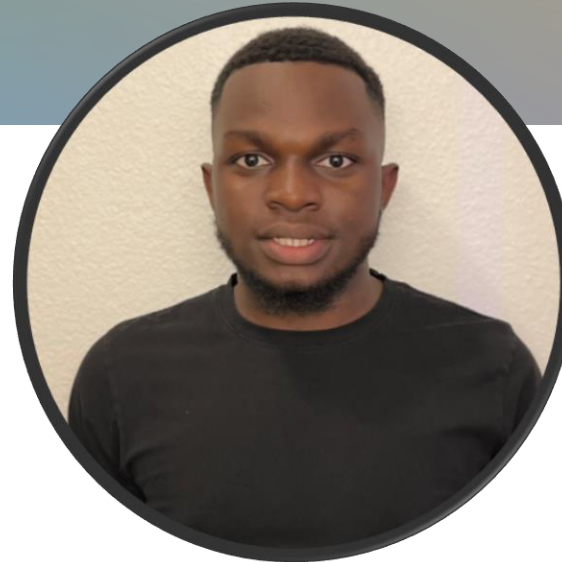
# Z-FUTURE BY TEAM HIRAETH



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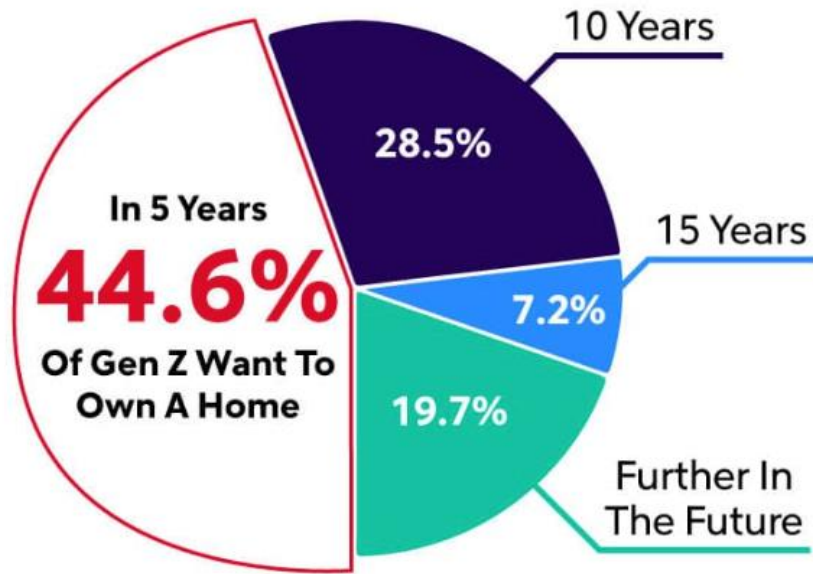


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## When Do Gen Zers Plan To Buy Their Own Home?



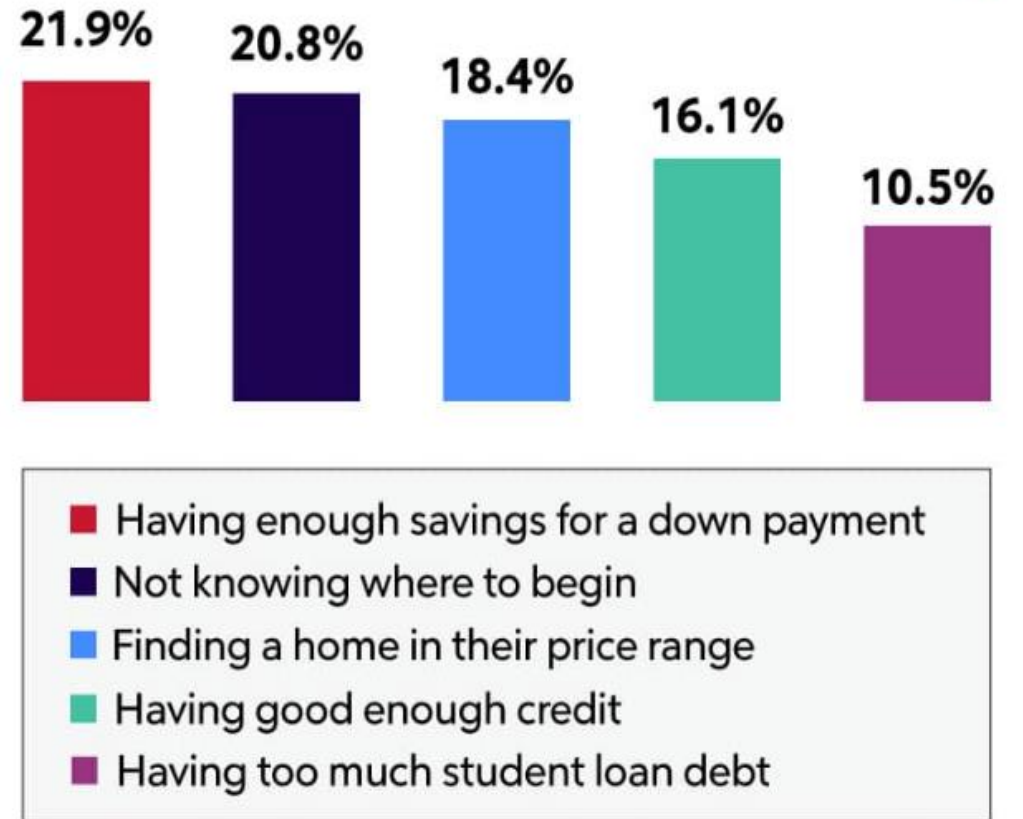
Source: Rocket Homes® Research

- More than 65% of GenZ buyers and 61% of millennial buyers report crying at least once during their home buying journey according to a survey by Zillow.
- 74% of Americans still view home ownership as a top hall mark of achieving the so-called American dream. Beating out the ability to retire(66%), a successful career (60%), having children (40 %) and obtaining a degree (33%) - <http://bankrate.com/>



- A large proportion of Gen Zers want to get a home in 5 years and 65% of these buyers reported crying at least once during their home buying journey. This really begs the question why is this the case? Team Hiraeth has found 5 top obstacles to buying a home and we believe our solution will help make 3 of these 5 obstacles less of a challenge.
- We approach the top 3 problems from a non-conventional and indirect approach. It is with great joy that I bring you Z-future. A solution that makes non-obvious housing options available to home buyers

## Gen Z's Top 5 Anticipated Obstacles For Home Buying



Source: Rocket Homes® Research



# CHALLENGES

- **Much information is squandered**-Construction projects generate a ton of data from suppliers, on-site workers, contractors, subcontractors, and other stakeholders. Business executives can utilize this information to learn more about the successes and failures of their existing operations. However, up to 80% of this data is typically left unstructured and is therefore referred to as "dark data" because of this.
- **Different project participants produce different data structures**- Collaboration between internal and external stakeholders is almost always essential for construction projects. Each party engaged in a project would have a particular data structure they employ to gather and handle data internally. When these parties collaborate and share information, it is unavoidable that the information would be saved in several structures with various field names. As a result, it is very challenging to develop a complete overview of the project, and business leaders are left with disparate puzzle pieces.

**89% of managers** and **78% of construction and engineering executives** say job site data is important to their success.

**Yet, nearly half (47%)** of managers say that data and processes are done manually.

