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## | Millennials Investing in the Real Estate Market

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The New York Times has reported that more and more millennials (members of the generation currently between the ages of 18 and 34) are beginning to invest in rental properties.

Millennials are interested in getting involved in investments and building up their portfolios, but they are turning towards alternative forms of investment, rather than traditional, as other generations have consistently done. Investment in the real estate market is one of these alternative investments that is gaining steam with this age group.

Travis Killian, a 27-year-old entrepreneur living in Austin, Texas, found that he gained greater control over his assets by investing in real estate properties instead of in the stock market. He now invests in properties that he finds through HomeUnion, which lists properties online and helps buyers finance and manage their investments. HomeUnion has found that a significant portion of its clients are among the millennial generation.

Mr. Killian says about his investments:

*"I'm interested in real estate investment because of all the ways you can make money – from appreciation, leverage, cash flow, tax benefits...I'm not looking to get rich quick. I'm just looking to have long-term income I can rely on."*

Through investment in the real estate market, millennials have found that they can speed up the time needed to save up for buying and owning a home. Daren Blomquist, a vice president at RealtyTrac, suggests that investing in single-family rentals is a good possible strategy for young adults to build up equity with the goal of eventual homeownership, especially for those living in more unaffordable markets, such as New York City.

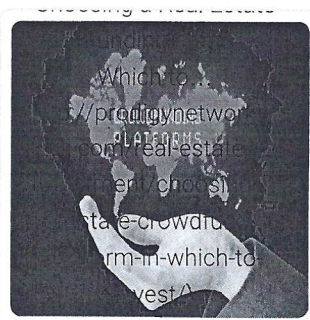
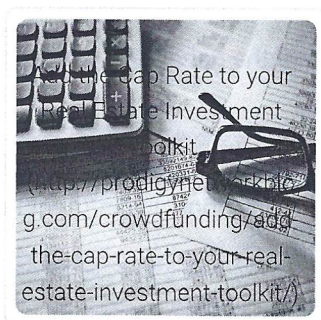
However, caution is suggested when investing in real estate properties, especially for the amateur investor, as a great deal is necessary regarding the management and maintenance of the properties, particularly if the investor is also managing the property himself/herself. David Weliver, founding editor of MoneyUnder30.com, suggests that the easiest way to begin is to buy into a multifamily home where you can also live:

*"Rent from the other units might cover your mortgage payments. It's easier to manage the property because you're right there, and if you want to move sometime down the road, you can then rent out your own apartment."*

Investing in real estate can be done in several different ways, and one way that is gaining in popularity is crowdfunding through the Internet. By combining technology with alternative investments, it is possible to provide a number of investors – in this case millennials – with the chance to earn returns on institutional-quality real estate properties. Millennials are becoming great entrepreneurs, and as such, they are leading the charge in diversifying their portfolios with assets different from those of the standard stock market and diving into the real estate game.

Read more here (<http://www.nytimes.com/2015/11/22/realestate/millennials-investing-in-rental-properties.html?ref=realestate&r=0>).

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