



DECISION TIME

Generation Rent: What Millennials are Expecting from a Rental Economy

move	postponing	set up	thriving	retail
items	Fueled	hassles	driving	exploring

The rental economy is on the rise. _____ in large part by millennials, the rental economy is _____ and setting the tone for the consumer landscape. Who is “Generation Rent?” They’re the millennials _____ the rental economy forward. This is the generation that accounts for approximately 64 percent of the population who prefer renting over buying. By and large, they’re struggling with student loan debt, _____ marriage and children, and moving frequently to further their careers and explore their options. From rental properties to clothing to furniture rental, millennials are increasingly opting for low-commitment options from their housing to their _____ goods.

“Generation Rent” tends to _____ around frequently — approximately once every one to two years on average, — taking new jobs in new cities and _____ new places to call home. Why buy a sofa that you have to move with you when you can rent one instead and have it delivered and _____ for you when you move in? By and large, millennials rent because they only need _____ for a short time or they want the flexibility of upgrading or swapping items without the _____ of ownership. Some of the items that millennials are renting most include:

- Homes
- Furniture
- Jewelry
- Tools
- Sporting equipment
- Clothing
- Gaming systems

Source:

www.cort.com

<https://www.cort.com/ideas-and-inspiration/lifestyles/generation-rent>

Warm-down Discussion

1. What do you think about this article?
2. Did you have a student loan to pay off?
3. Would you like to move around from city to city, finding different jobs?
4. Have you decided what you are doing after this class?
5. Have you decided what you are having for dinner tonight?
6. Have you decided what time you will stop playing on your phone tonight?

Teacher's Key

Generation Rent:

What Millennials are Expecting from a Rental Economy

The rental economy is on the rise. **Fueled** in large part by millennials, the rental economy is **thriving** and setting the tone for the consumer landscape. Who is “Generation Rent?” They’re the millennials **driving** the rental economy forward. This is the generation that accounts for approximately 64 percent of the population who prefer renting over buying. By and large, they’re struggling with student loan debt, **postponing** marriage and children, and moving frequently to further their careers and explore their options. From rental properties to clothing to furniture rental, millennials are increasingly opting for low-commitment options from their housing to their **retail** goods.

“Generation Rent” tends to **move** around frequently — approximately once every one to two years on average, — taking new jobs in new cities and **exploring** new places to call home. Why buy a sofa that you have to move with you when you can rent one instead and have it delivered and **set up** for you when you move in? By and large, millennials rent because they only need **items** for a short time or they want the flexibility of upgrading or swapping items without the **hassles** of ownership. Some of the items that millennials are renting most include:

- Homes
- Furniture
- Jewelry
- Tools
- Sporting equipment
- Clothing
- Gaming systems

Source:

www.cort.com

<https://www.cort.com/ideas-and-inspiration/lifestyles/generation-rent>

Warm-down Discussion

1. What do you think about this article?
2. Did you have a student loan to pay off?
3. Would you like to move around from city to city, finding different jobs?
4. Have you decided what you are doing after this class?
5. Have you decided what you are having for dinner tonight?
6. Have you decided what time you will stop playing on your phone tonight?