

kristin messerli.

SPEAKER AND RESEARCHER

How the next generation is built around money. And how to earn their trust.

Keynotes and workshops for housing, mortgage, and financial audiences, backed by six years of research with more than 10,000 millennials and Gen Z.

500+ audiences. 150+ organizations. Annual research with National MI since 2020, cited by Bankrate and the Washington Post. Founder of FirstHome IQ. Creator of Built Like That.



KEYNOTE

The Trust Deficit

Why capable buyers stall, avoid, and disappear. The five-step TRUST Framework for earning them back.

KEYNOTE OR LIVE WORKSHOP

Built to Buy

The money builds behind every homebuyer, from a 2026 study of nearly 1,000 U.S. adults. Option: the room takes the quiz live.

KEYNOTE

Authenticity in the Age of AI

Where AI fits, where it doesn't, and how to use it to show up more human.

THE DATA IS HERS

6 in 10

expect the housing system to work against them

63%

feel overwhelmed by homebuying information

10,000+

millennials and Gen Z surveyed since 2020

Stages include Mortgage Bankers Association, National Association of Realtors, American Bankers Association, American Bar Association, Harvard Business School, National MI, Fidelity National Title, The Realty Alliance, HousingWire.

FORMATS

Keynote 45 to 60 minutes

Workshop 90 minutes to half day

Webinar, panel, executive briefing

WHAT ORGANIZERS SAY

"Kristin delivered unique, valuable content and genuinely impressed my group, exactly as I knew she would."

Craig Cheatham, President and CEO, The Realty Alliance

"Kristin killed it at our event. She brought equal parts education, facts, coaching, and humor. Highlight of the event."

Matt Adler, #1 Loan Officer, Lake Michigan Credit Union

"We have partnered with Kristin for over 8 years to deliver presentations and research, and our customers are always asking for more."

Ralph Remy, Director of Digital Experience, National MI

Book Kristin.

Every talk pulls fresh cuts from the NextGen dataset for your audience. She replies to every inquiry herself, usually within two business days. Travels from Los Angeles.

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