

# Customer Profiles Examples



CUSTOMER PROFILE

Homeowner

## PROBLEM THEY NEED SOLVED

What is the problem they need you to fix? (What they want.)

- Their home’s space is limited - in function, flow, and look

## CHARACTERISTICS

Demographics, attitudes, common traits?

- **Personal Background . . . (for B2C)**
  - Age: 30s-60s
  - Gender: usually consult with woman first (possibly a stay at home Mom), then a couple (both are working)
  - Family Status: married with children (middle-school age or older)
  - Education: well-educated, college degrees, professionals or retired professionals
  - Profession: Lawyers, Doctors, Small Business Owners, etc.
  - Home Age: 60-90 year old home
  - Home Value: \$250,000+
  - Household Income: 2 incomes, mid to high income, \$100,000+
- **Customer Segmentation: Life Events they are currently experiencing . .**
  - Families They love their neighborhood, neighbors, and school district, but their house lacks space — function and flow
  - Expanding Families Just had their first baby or another baby and need more space
  - Empty Nesters The kids have moved out of the house and they want to make a fresh start with space to enjoy living in
  - Retirees Preparing to or recently retired and they want space to enjoy
  - Aging In Place Aging parent(s) needs care and they need more space to move them in
  - Homebuyers Just purchased a home that needs renovations

- **What They Want . . .**
  - A home addition experience with as minimal stress as possible
  - A likeable, trustworthy contractor who communicates clearly and often
  - To give their kids and themselves the space they need to live and work and play
  - To care for an aging parent
  - The best living space at a reasonable cost
- **What They Don't Want . . .**
  - To overthink decisions
  - To micromanage
  - To be high maintenance customers
  - To be arrogant or hard to please
- **How They Think . . .**
  - The kids are important
  - Smart about their money - they choose what is cost effective to reach their goals
  - Pay their bills on time
  - Researchers - mostly online
  - Know what they want
  - It's not beneficial to question how a proven contractor works
  - Trust a professional to handle the details of their home addition
- **How they make vendor decisions . . .**
  - Reputation / reviews
  - Familiarity with a brand - see trucks in their neighborhood frequently
  - Portfolio / Previous Work
- **Where they research information about your services and industry . . .**
  - HGTV
  - Google
  - Houzz
  - Pinterest

## FEARS

Fears about working with you:

- I'm afraid you'll take advantage of me.
- I'm afraid of dishonest contractors that take money and never come back.
- I'm afraid you won't stay on timeline or budget.
- I'm afraid you won't do what you say you'll do.
- I'm afraid you'll do poor work.
- I'm afraid you'll guide me to make decisions — structurally and aesthetically — that don't turn out well and require repairs.

NOTE: Time, Money and Trust are the biggest areas of concern for any homeowner.

## ASSUMPTIONS

Assumptions they usually have that you have to correct: (i.e. "It will take 6 months, won't it?..."

- They assume that a home addition takes longer than it actually does (3-4 mo vs 6 mo)
- They assume they can get more done for less money (projects usually cost more than homeowners think)
- They assume a contractor can't be trusted.

## QUESTIONS

Questions they usually have about working with you: (i.e. "Do you take credit cards?)

- Are you insured?
- Do you have references?
- Have you done this type of work before?
- How should I lay out the space?
- Can I put the addition in this location on the lot?
- Can I put the addition this way on the existing house?
- What is the roof line going to look like?
- How much will it cost?