

# Home Services Marketing **BUYER PERSONAS**



Our target audience consists exclusively of homeowners ranging in age from 27 to 64. It skews slightly toward women in the 35 to 50 range, according to our market research. For the most part, these customers are in a “time-of-need” buying cycle where they have an immediate problem (a broken AC or furnace, busted pipes, etc.) and are seeking a solution; however, they may be on a much longer buying cycle for some services like indoor air quality, energy audits, radiant flooring, maintenance contracts, new system installations and replacements, home automation, smart thermostats, and more.



## DIY Dan/Daniella

DIY Dan/Daniella is a person who's good with his or her hands, or at least, who would like to be good with his or her hands. These individuals approach problems by rolling up their sleeves and diving right in to fix it. Either because of pride or because of their own levels of DIY experience, DIY Dan/Daniella consumers are loathe to call in a professional until they've at least had a chance to get their hands dirty.

### > DRIVERS:

Price may or may not be a motivating factor for DIY Dan/Daniella. These people may even be affluent, but their own sense of self-reliance is a major driver in their decision-making process.

### > CHALLENGES:

Their chief challenges are time and limited expertise. Dan/Daniella may not have considered how much time a certain project might require to complete before starting it, or they may even have gotten in over their heads by undertaking a particular project.

### > PURCHASING DECISION:

DIY Dan/Daniella may be convinced to call a professional once they've come to understand the enormity of the task at hand and realized how much time/expertise effort is involved. If DIY Dan/Daniella is married to or living with a Comfort Caroline/Connor, then they may have an extra motivating factor in calling in a professional to keep their significant other and/or children happy.





## Comfort Caroline/Connor

First and foremost, Comfort Caroline/Connor cares about maintaining a high level of comfort for his or her family, guests, pets, and self. These individuals are possibly stay-at-home parents. He or she is the type of person who monitors the weather while on vacation to adjust the home's thermostat remotely and ensure the family cats are warm and snuggly. They care deeply about the appearance and cleanliness of their homes, and they're interested in how the latest tech-based trends (smart thermostats, home automation, etc) can augment those things.

### > DRIVERS:

Connor/Caroline's primary driver is the desire to nurture and provide the highest level of comfort possible for loved ones. This buyer will spare little expense in pursuing comfort, and they will exhibit very little patience in situations where comfort is compromised -- such as when their A/C breaks in the dog days of summer. In many ways, this person is the polar opposite of the DIY Dan/Daniella, who may be their significant other.

### > CHALLENGES:

Comfort Connor/Caroline's chief challenges when it comes to home comfort tend to happen during peak seasons of heat and cold. When the AC or heater breaks, they may have irritable young children and/or a hardheaded significant other who won't call in a professional until the HVAC unit is lying disassembled in pieces on the front lawn.

### > PURCHASING DECISION:

Comfort Connor/Caroline will be more than ready to make a purchase if they feel home comfort has been compromised or if they can be convinced that a particular service or gadget will enhance quality of life for themselves, their family, or even their pets.



## Professional Pete/Pamela

Pete and Pamela are your consummate on-the-go young professionals. They may be single, living together, or recently married, but they both work an excess of 60 hours a week, and their schedules are packed with social activities, trips to the gym, dog park excursions, etc. They're young, active, educated, upwardly mobile, regularly put in extra hours on weekends and nights, and probably have recently purchased their first home. They also probably do not yet have any children.

### > DRIVERS:

Professional Pete and Pamela are ambitious and career-oriented. They aspire to an affluent lifestyle if they aren't already living one. They may have a significant amount of disposable income, but they're very cautious about taking on much debt.

### > CHALLENGES:

Lack of time is probably their chief challenge. With busy professional and social schedules, this is the one commodity that's in extremely short supply. Depending on their age and where they are in their career, money may also be a moderate challenge.

### > PURCHASING DECISION:

Pete and Pamela may have a fair amount of disposable income, but people in this age range are very conscious about taking on debt. Millennials and late-Gen-Xers are less likely to take on debt than almost all previous generations. If your value proposition saves money, is convenient ( a smart thermostat or something else that can be managed from an app), is sensible, and saves time -- these buyers are far more likely to make a purchase.



## Cost-Conscious Carl/Carmela

Cost-conscious buyers don't see themselves as being cheap, but rather sensible and thrifty. They may still live under the impression that we're in a recession (although by the strictest sense of the word we aren't), but even if they don't entertain this idea, they're price-sensitive. This group of buyers often includes young people working in minimum wage jobs, retirees living on limited incomes, households living on social security, etc. This buyer group also includes some higher-income people and families who just care about using their money in a way that aligns with their goals, and possibly younger professional couples planning their new families.

### > DRIVERS:

People in this group are driven by a desire to avoid spending money unless they absolutely need to. At the lower-income end, they're motivated by the need to pay their bills and put food on the table. For higher net worth individuals, they're motivated by goals like early retirement long vacations, etc. There may be some crossover between this persona and DIY Dan and Vigilant Vinny, because those two personas are driven by cost-consciousness to some extent as well.

### > CHALLENGES:

At all levels of income, these individuals see a major challenge in prioritizing their spends. They ask themselves, "Is this purchase really worth giving up x or y?" With Cost-Conscious Carl/Carmela, it's always a zero-sum game when it comes to spending hard-earned money.

### > PURCHASING DECISION:

Cost-conscious Carl/Carmella is willing to go to extreme lengths to avoid spending their hard-earned cash, and they may even be willing to sacrifice their own sense of comfort in the process. The benefits of any purchase have to so greatly outweigh the cash costs that they're left with no choice but to make a purchase. Subsequently, the value proposition needs to be very strong and it needs to contain some sense of urgency, provoke feelings of loss-aversion, etc.



## Asthma-mom Alice / Asthma-Dad Alex

Alex/Alice may or may not be a typical “helicopter parent,” but in either case, she exhibits an extraordinary amount of concern for her child (or children) with asthma or other respiratory condition. And she has good reason to be concerned -- asthma (and other conditions like it) can be a life-threatening disease and, according to the American Lung Association, it’s the third leading cause of hospitalization among children under the age of 15.

### > DRIVERS:

Alice is driven by concern for her child. Her thoughts often revolve around managing her children’s condition(s) and ensuring they’re healthy.

### > CHALLENGES:

This buyer probably feels overwhelmed by the enormity of her child’s condition (literally every activity poses some extra level of danger to someone with asthma), so she’s faced with having to overcome this challenge on a daily basis.

### > PURCHASING DECISION:

If Alice can be convinced that something is important for her child’s health (indoor air quality, for example) or that it will help her to more easily manage her kid’s condition, then she’s much more likely to make a purchase.





## Energy-efficient Emily/Emilio

This consumer is driven by a desire to maximize the energy efficiency of her home and lifestyle. She drives a hybrid or electric vehicle, uses only CFL lightbulbs, has argon gas windows, cares deeply about the R-value on her home insulation, and wants to know if the load calculations have been done correctly on her new HVAC unit before installation.

### > DRIVERS:

Emily's primary motivation may be a deeply ingrained sense of environmental consciousness, or it could be as practical as wanting to save a few bucks and eliminate wastefulness (or some combination thereof).

### > CHALLENGES:

The primary challenge Emily faces is a lack of technical expertise to do the bigger jobs. She's already gotten the low-hanging fruit -- changed her light bulbs, switched out her surge protectors, etc -- but she realizes the larger jobs require a professional. She may also want to know whether the energy savings she sees will eventually offset the cost of an installation.

### > PURCHASING DECISION:

Once Emily becomes adequately convinced that the energy savings are significant enough to make a difference (for the environment, for her bank account, or both), then she's much more likely to begin shopping for a contractor to do an installation.





## Vigilant Vinny/Violet

As the name implies, vigilance is the name of the game with this consumer. Although Vinny/Violet may or may not want to fix the problem themselves, this consumer at least wants to understand the problem so it can be articulated to a professional.

### > DRIVERS:

This may or may not be driven to some degree by the consumer's sense of cost-consciousness. Their biggest fear is that the wrong thing will get fixed and their problem won't be resolved.

### > CHALLENGES:

Their chief challenge lies in developing working knowledge of the problem at hand. For instance, they may not actually want to remove the casing on their HVAC unit and clean the coils, but they do want to know generally how it's done and why it's important.

### > PURCHASING DECISION:

Once Vinny/Violet is armed with at least a basic amount of knowledge about the job at hand, they'll be more likely to make a purchasing decision. They want to be able to at least describe the problem, either to get a reasonable/realistic estimate or to save time. This consumer, in some cases, also might want to leverage this knowledge to evaluate whether the work has been done properly after a professional installation or repair has been completed.



For more information about Mediagistic's holistic, turnkey  
Home Services Marketing programs, contact us at 800-747-5601 or  
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