

PROFILER

# REAL ESTATE

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IDEAL CUSTOMER  
PROFILE KIT





OFFERING

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# REAL ESTATE SERVICES FOR FIRST-TIME HOME BUYERS



## DEMOGRAPHICS

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- ▶ 25-35 years old
- ▶ Married couple with small child
- ▶ Both have stable work and good credit, but have never owned property
- ▶ Have been saving money for 5 years to put a down payment on their first home

## MAJOR INFLUENCERS AND ONLINE BEHAVIOR

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- ▶ Uses Instagram and YouTube daily
- ▶ Searches for real estate opportunities with Zillow and Trulia
- ▶ Searches for service providers with Google and Yelp

## HOPES AND GOALS

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- ▶ Wants to find a home that fits their needs and wants
- ▶ Wants a home that will fit more children in the future
- ▶ Looking for a place in a quiet neighborhood with good schools

## PAIN POINTS

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- ▶ Main challenge: Has trouble juggling a search for a home with work and family responsibilities
- ▶ Worries about finding the right home in their price range

## PRICE SENSITIVITY

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- ▶ Budget for their first home: \$200,000
- ▶ Ideal price range: \$150,000 to \$250,000
- ▶ Down payment funds available: \$50,000

## COMMON OBJECTIONS

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- ▶ Isn't sure they need an agent to help them buy the home
- ▶ Doubts whether an agent will really understand their needs and help them find the right place



## DECISION FACTORS AND PROCESS

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- ▶ Most likely to find out about our services from an ad on Instagram
- ▶ Enters the pipeline by filling out our online form
- ▶ Is usually considering buying on their own without an agent
- ▶ Is usually convinced by hearing how much they could save with a professional negotiating for them

## SERVICE USAGE

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- ▶ Likes that our agents are their peers and take the time to understand what they need and want
- ▶ Impressed by average savings for first-time home buyers
- ▶ Normally gets a 10% reduction in list price



## ELEVATOR PITCH

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BUYING YOUR FIRST HOME IS EXCITING AND SCARY,  
WHICH IS WHY OUR AGENTS ARE HERE TO HELP YOU  
THROUGH EACH STEP. NOT ONLY WILL YOU WORK  
WITH AN AGENT WHO BRINGS YOU THE OPTIONS THAT  
BEST FIT YOUR NEEDS, YOU'LL HAVE A POWERFUL  
NEGOTIATOR ON YOUR SIDE TO GET THE HOUSE YOU  
LOVE FOR THE PRICE YOU WANT.