

Discovering your
real estate

BUYER PERSONAS



Pipeline ROI

www.PipelineROI.com | 1-866-300-1550

What is a buyer persona?

Working in real estate, you've likely found that you are best suited at helping a particular type of customer. You'll learn quickly that you can't be the perfect real estate agent to every buyer and seller in the world, but you **are** the perfect agent for certain types of people.

These people represent your *buyer personas*. These personas are defined by their demographics, location, communication preferences, and values. Tapping into these personas and better marketing to them can save you time and money, and take your business to the next level.

Why do they matter?

Identifying these personas is essential to creating the most effective marketing strategy. Once you have nailed down the types of clients that you can provide the best service to, you can create a marketing strategy that caters to them. Buyer personas help you discover what type of content you need, and the best tone and style to deliver it.

For example, you may work best with first-time homebuyers in their 20s from a particular neighborhood. If you're spending money on direct mailers, this may not be the best way to reach them. They likely do research online, and through social media. Focus your marketing efforts on sharing helpful content on the home buying process through these channels to reach that persona.

How do I find mine?

The process for discovering your buyer personas is simple, but requires some thought and analysis of your customers, along with the demographics of your area.

Take a look at your previous clients. What neighborhoods are most prevalent? What types of homes or features are most common? What type of communication did they prefer? What were they most concerned about? Take the most common information, and create a persona out of it. Examining clients who have provided testimonials is a great place to start. Your happiest clients likely fit one of your personas.

How do I find mine?

Once you've given some thought to your area, previous customers, and success stories, take a look at our examples on the following pages. We've written up a buyer and seller customer persona for you to check out.

Then, fill out the blank buyer and seller personas pages we have provided for you. Repeat this process as necessary until you have found all of your ideal customers. Once you've discovered your personas, you can find a few aspects of your marketing to improve on the conclusion pages of this guide.

EXAMPLE

BUYER PERSONA

PERSONA NAME:

Brenda Buyer

Demographics

Male or Female? Age? Occupation?

Income? Size of Family?

Female. 30-40. Single. Single income 60-80k.
Works in business field: Accounting, Finance or
Technology.

Location

City? Neighborhood?

North Naples or Mercato,
Naples, FL

Communication

Preferred means of communication?

Amount of communication preferred?

Prefers e-mail during the day and text messages
after working hours. Prefers to stay in constant
contact and likes to be informed of any changes in
the buying process.

Home Type

Style of home preferred? Ideal size of home?

Prefers traditional home with contemporary features and amenities. Larger closets and kitchen spaces are a plus. Low-maintenance spaces like condos are also preferred.

Concerns

What are their biggest concerns in a home?
(Price, quality of schools, neighborhood, etc.)

Concerned primarily with the social opportunities in the area. Good restaurants and quality places to shop are important. Also concerned with the safety of an area or building.

Pitch

How would you sell yourself to them?

Focus on sharing information about living in the Mercato area, such as restaurants and shops to show you're the local expert. Video testimonials from past buyers in the area.

Your Turn!

PERSONA NAME: _____

BUYER

Demographics

Male or Female? Age? Occupation?

Income? Size of Family?

Location

City?

Neighborhood?

Communication

Preferred means of communication?

Amount of communication preferred?

PERSONA NAME: _____

BUYER

Home Type

Style of home preferred? Ideal size of home?

Concerns

What are their biggest concerns in a home?

(Price, quality of schools, neighborhood, etc.)

Pitch

How would you sell yourself to them?

EXAMPLE

SELLER PERSONA

Demographics

Male or Female? Age? Occupation?

Income? Size of Family?

Married couple. 55-70. Retired with large income.
Children have grown up and left the home.

Location

City? Neighborhood?

Selling a home on a golf course. Fiddler's Creek,
Quail Creek, or Twin Eagles, Naples, FL.

Communication

Preferred means of communication?

Amount of communication preferred?

Phone calls. Prefers to be kept in the loop, but only
during reasonable hours.
No late night texts.

Values

What qualities do they value in an agent?

Value an agent with extensive experience and good communication

Concerns

What are their biggest concerns in an agent?

What are they worried about?

Concerned that an agent will undervalue their home. Since they have not sold a home in years, they are not familiar with the selling process and will need guidance.

Pitch

How would you sell yourself to them?

Over 20 years of experience in Naples, FL, specializing in luxury homes in golf communities. Video testimonials of clients in golf communities.

Your Turn!

PERSONA NAME: _____

SELLER

Demographics

Male or Female? Age? Occupation?

Income? Size of Family?

Location

City? Neighborhood?

Communication

Preferred means of communication?

Amount of communication preferred?

PERSONA NAME: _____

SELLER

Values

What qualities do they value in an agent?

Concerns

What are their biggest concerns in an agent?

What are they worried about?

Pitch

How would you sell yourself to them?

What's next?

By examining the information you've discovered through your buyer personas, you can start targeting your marketing to your ideal customer.

Here are some things to consider:

- **Locations** – Come up with some content ideas related to those neighborhoods and areas. Write and share relevant content through your blog and social media.
- **Communication** – In early communications with a lead in this persona, establish the amount and method of communication they can expect from you.
- **Values** – Look at your 'About Me' sections on your website and social profiles. Make sure the qualities your customer values are present in these descriptions of yourself and your company.

What are you waiting for?

The more specific your buyer personas are, the more effective your marketing strategies can become. When you find out exactly what your ideal customers look for and value, you can stop wasting time and money on marketing that isn't reaching them.

Take some time to analyze your previous and current customers and fill out the templates in this guide. A little bit of thought can have a **big** impact on how successful your marketing will be.