

# Real Estate Buyer Persona

## Persona Details

Name

"First-Time Homebuyer Fiona"

Age

29

Occupation

Marketing Specialist

Income

\$68,000/year

Marital Status

Engaged

Location

Austin, TX

## Goals

- Buy a starter home within the next 9 months
- Stay within a \$350,000 budget
- Find a home close to work and amenities
- Gain understanding of the homebuying process

## Challenges

- Lack of experience in real estate transactions
- Difficulty saving for a down payment
- Anxious about market competition
- Unsure about mortgage qualification

## Preferred Communication & Touchpoints

Primary Channels

Email, Text Messaging, Social Media (Instagram)

Content Interests

First-time buyer tips, market updates, neighborhood insights, mortgage guides

Best Time to Engage

Evenings and weekends

## Key Motivators

- Achieving financial independence
- Stability for future family plans
- Pride in homeownership

## **Lead Nurturing Message Sample**

"Hi Fiona, we know buying your first home is a big milestone! We're here to guide you at every step. Check out our guide for first-time buyers and see updated listings within your budget. Let us know how we can make your search easier!"