Mindset & motivations

GOALS FOR MOVING

TOP THREE APARTMENT MUST-HAVES

PAIN POINTS WITH PAST RENTALS

DEAL BREAKERS IN A COMMUNITY

Persona snapshot

NAME

AGE RANGE

OCCUPATION

PREFERRED LOCATION

Behaviors & channels

SEARCH HABITS

ONLINE ACTIVITY & DEVICES

PREFERRED COMMUNICATION

CONTENT THAT RESONATES

LOGIC FOR MAKING DECISIONS

REACH
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