



RENTER PERSONA WORKSHEET

GOALS AND VALUES

1.

2.

3.

4.

5.

WHAT'S IMPORTANT TO THEM IN A LIVING SPACE?

1.

2.

3.

4.

5.

Name:

Age:

Gender:

Marital Status:

Kids:

Profession:

Level of Education:

Location:

Income

BEST CHANNELS TO TARGET THEM

1.

2.

3.

4.

5.

WHAT ARE THEIR MOST COMMON OBJECTIONS?

1.

2.

3.

4.

5.