

PERSONA



O'BRIEN STORY:

Antony is renting an apartment in Downtown Toronto and searching to buy a pre-construction condominium to get a good price. The location, the quality and the architecture are really important and he plan to move there when the building is finished. He believes it's a good time to invest in property.

Antony pays great attention to his clothes and haircut. He goes to the gym every morning before work and always eating breakfast at the same café. He wants to demonstrate his social status with all his possessions.

ANTONY O'BRIEN

Business Consultant

"BE FEARFUL WHEN OTHERS ARE GREEDY AND GREEDY WHEN OTHERS ARE FEARFUL"

Location: Downtown
Age: 35
Marital Status: single
Children: none
HHI: 100,000

Personal life: Antony is single, but has many short term relationships.

Social life: Meet with friends after work to dinner, parties or for a drink. Travels a lot on business.

Values: Success for Antony means to be a winner and a conqueror.

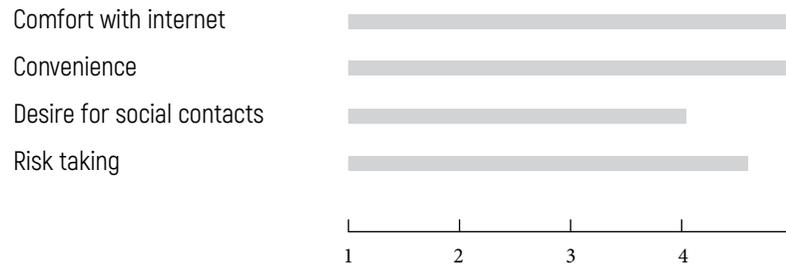
Searching: Quality and Style

Lacking: Enough options

MEDIA HABITS:



CONSIDERATIONS:



PERSONA



THE SIEGLER STORY:

Seth and Maggie Siegler are married for 2 years and renting an apartment in Downtown Toronto. They like downtown and want to be close to employment, entertainment, transit and other amenities.

They agreed on several goals that included sticking to a budget each month and becoming a one-income family. Thus the household budget allows a mortgage monthly payment and they want to buy a property instead of paying a rent. The location and the quality are very important. They are searching not just a home but long-term investment. A condo would be a perfect solution for their life stage and lifestyle.

SETH AND MAGGIE SIEGLER

Account Executive and Office Manager

“WE WANT TO BE LESS THAN 30 MINUTES TO ALMOST ANYWHERE WE NORMALLY GO”

Location: Downtown
Age: 32 and 29
Marital Status: Married
Children: None
HHI: 100,000

Family life: Married for 2 years, Maggie moved to Seth's apartment after the marriage.

Social life: Meet with friends after work to dinner or for a drink. Prefer to travel abroad instead of spending money on repair or renovate

Searching: Quality and Location

Lacking: Time for research

Values: Strive for independent living without losing sociability.

MEDIA HABITS:



CONSIDERATIONS:

