

MARKET RESEARCH For Roof Carpentry

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**

Men mostly, homeowners, construction businesses, tradesmen, professional women.

- **Approximate Age range?**

Roughly between between 30 and 55 years. This includes first-time homeowners and those renovating or building their homes. **Younger homeowners (around 30-40) may be more involved in new builds, while those in their 40s and 50s may focus more on renovations or upgrades.**

- **Occupation?**

The occupations of those engaging the services of roof carpenters are varied, ranging from tradesmen to professionals, however these two different types of people will have very different knowledge and views on the situations, leading to two varied approaches in the marketing tactics. **Client says his ideal customers still vary between these two groups as often wealthier professionals spend more, or have larger jobs, but they can also be quite tight with their money. Because they dont know as much as tradies, they generally leave them to their job, but can also be quite rude at times. The tradies may not have as much cash to throw around and their jobs are smaller, and they often only require the bare minimum as they are more prone to DIYing the rest of the job themselves. They can also be “know-it-alls” and get in the way, telling the tradies how to do their job. However in general, tradies are a little nicer to deal with.**

Personally I see more value with the wealthier clients as people can be rude on either side, but will talk with my client about this in further detail on next call.

- **Income level?**

The average income level of those engaging roof carpentry services in Australia typically ranges from **\$80,000 to \$150,000 AUD per year**. This range often includes **middle to upper-income households**, which can afford home renovations or new builds. **Higher-income individuals may also seek these services for more extensive projects or premium materials.**

- **Geographic location?**

Perth, Australia and immediate surrounds.

Painful Current State

- **What are they afraid of?**

Quality of Workmanship: Many customers worry about whether the roof carpentry will be done to a high standard and if it will **withstand the test of time**. (Have seen cases of reviews where some warping had occurred after installation, which is normal and is usually repaired at no cost, however this may not have been communicated well in these instances as the customers seem to have taken this as shoddy workmanship and jumped the gun into google reviews).

Cost Overruns: Homeowners often fear that the **final costs will exceed initial estimates**, leading to budget overruns.

Reliability and Timeliness: Concerns about contractors not showing up on time or **failing to complete the project within the promised timeframe** are common.

Communication Issues: Customers frequently express fears about **poor communication**, which can lead to **misunderstandings regarding the scope of work or materials used**.

Licensing and Insurance: Homeowners often worry about whether the carpenter is **properly licensed and insured, fearing potential liability in case of accidents**.

Disruption to Daily Life: Renovations can disrupt daily routines, and customers may fear the extent and duration of the inconvenience.

Safety and Cleanliness: Concerns about site safety during the renovation and the mess left behind are also common.

- **What are they angry about? Who are they angry at?**

Previous Experiences: If they've had negative experiences with previous contractors or service providers, they might carry that frustration into new engagements.

Hidden Costs: Unexpected expenses that arise during the project can lead to anger, especially if they feel misled about the initial estimate.

Delays: If a project takes longer than promised, homeowners may become upset with the contractors for not keeping to timelines.

Lack of Communication: Poor communication regarding project progress, decisions, or changes can lead to anger over feeling uninformed.

Home Insurance or Warranty Issues: If claims are denied or slow to process,

homeowners may feel frustrated with their insurance companies or warranty providers.
Building Regulations: Confusion or issues with local building codes or permits can also be a source of frustration if they cause delays or complications.

- **What are their top daily frustrations?**
- **Research Overload:** The challenge of sifting through numerous options for contractors, materials, and styles can feel overwhelming.
- **Finding Trustworthy Contractors:** Difficulty in identifying reliable and reputable carpenters, leading to anxiety about making the right choice.
- **Budgeting Worries:** Concerns about estimating costs accurately and staying within budget can create financial stress.
- **Uncertainty About Process:** Confusion regarding the steps involved in roofing projects, such as permits and timelines, can lead to frustration.
- **Fear of Hidden Issues:** Worries about potential underlying problems with their roof that might be uncovered during the renovation process.
- **Limited Time:** Juggling work, family, and other responsibilities while trying to plan for a roofing project can be stressful.
- **Shame and embarrassment:** House Looks Bad, making them embarrassed for neighbors, friends and family to see it.
- **Nagging Spouse:** Their spouse may be on their case to get the problem solved as quickly as possible, adding to their stress around the situation.
- **What are they embarrassed about?**
House looks bad, reflects on them and their character/identity, shame, implies low-status in their community and “tribe”.
- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**
If they successfully find a good company who does a good job, they will feel accomplished, satisfied, at peace, and proud of solving a problem for their family. **Pride and peace of mind.**
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
“I’m still struggling to find a decent chippy to fix that damn hole in my roof. They’re either all too expensive, have dodgy reviews or take a week or more to get back to me!”
- **What is keeping them from solving their problems now?**
Research overload, price, fear of dodgy, unreliable tradesmen and hidden costs. Not knowing who to go to, this is good if we can convince them to come to us.

Desirable Dream State

- **If they could wave a magic wand at their life and change it**

immediately into whatever they want, what would it look like and feel like?

Roof is fixed/built, they hardly had to get involved, always knew what was going on, transparent costs, estimated quote was dead-on or very close to the final bill, quality workmanship they won't have to worry about this problem again. Can brag/show off a brand-new roof. Easy process, great communication, pride in the final product.

- **Who do they want to impress?**

Neighbors, friends/family-spouses, even colleagues.

- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**

Proud and stress-free. They want to feel proud and accomplished without having to do much or be involved in the process, reward without stress or high expenditure. They want good results for little effort (or cost) on their part.

- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

"I just want my whole house to finally look like I picture it, everything's done, all together, no more little jobs to fix up, without having to supervise the whole process myself to make sure I'm not getting cheated. To just sit back and think, finally, it's all done, and it's got the best looking roof on the block."

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**

Overwhelmed and Underprepared: They feel they lack sufficient knowledge about roofing and renovations, leading to anxiety about making right choices.

Financial Strain: Many might believe that home renovations are a financial burden, fearing they won't be able to afford necessary repairs or upgrades.

Trust Issues: They may be skeptical about contractors, believing it's difficult to find trustworthy professionals who will deliver quality work.

Fear of Poor Outcomes: Homeowners might worry that the finished project won't meet their expectations or that they'll encounter unexpected issues and costs.

Desire for Control: They may believe they need to be heavily involved in every decision to ensure the project goes smoothly, leading to feelings of stress.

Limited Options: They might think that their choices are limited due to budget constraints or lack of access to quality materials and services.

Time Constraints: Many may believe they don't have enough time to manage the renovation process alongside their daily responsibilities.

Frustration with Homeownership: Some may feel a sense of frustration or regret about homeownership, believing that maintenance and repairs are overwhelming.

- **Who do they blame for their current problems and frustrations?**
- **Previous Contractors:** If they've had bad experiences in the past, they may hold previous contractors accountable for poor workmanship or unfulfilled promises.
- **Government Regulations:** Frustrations with permitting processes or local building codes can lead to blame directed at local councils and government.
- **Insurance Companies:** If claims are denied or processing is slow, they may feel anger toward their insurance providers.
- **Friends or Family:** In some cases, they might blame friends or family members for advice that didn't pan out or for suggesting contractors that didn't meet expectations, or simply be frustrated with constant nagging from spouses.
- **Home Maintenance History:** They may hold themselves responsible for neglecting home maintenance, leading to larger problems that require roofing services. If they bought the home, they may also blame the previous owners.
- **Information Overload:** Frustration with conflicting information from various sources can

lead them to blame the internet or advice from acquaintances.

- **Economic Factors:** Economic and market issues, such as rising material costs or inflation, can also contribute to their frustrations.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**

They may have attempted to engage these services but are still looking due to perceived high costs in quotes and estimates, or from a lack of trust in other companies/tradesmen. They may even have been screwed over in their last attempt with shoddy workmanship, hidden costs or unreliable tradesmen.

- **How do they evaluate and decide if a solution is going to work or not?**
Looking at examples of the company's work, their reviews, and their warranty policies.
- **What figures or brands in the industry do they respect and why?**

Established Australian Brands In The Niche:

- **Aussie Roofing:** A well-known brand in Australia for various roofing services.
- **BlueScope Steel:** An Australian company recognized for steel products, including roofing materials.

Industry Associations:

Housing Industry Association (HIA): A prominent Australian association representing the residential building industry.

Master Builders Australia: Another key organization supporting builders and contractors across Australia.

Hipages: An Australian platform connecting homeowners with local tradespeople, known for prioritizing customer satisfaction.

Google Listings and Review: Likely the most common resource for your average customer in this niche.

These brands and institutions are trusted for their longevity, reputation, transparency and practicality.

- **What character traits do they value in themselves and others?**

Reliability: They appreciate dependability in contractors and expect themselves to be organized and timely in managing the renovation process.

Honesty: Integrity is crucial; they value **transparency in communication regarding costs, timelines, and potential issues.**

Knowledgeable: They **respect expertise in others** and most people will seek to educate themselves about roofing and renovations to some degree during the process.

Problem-Solving: They admire individuals who can find solutions to challenges and think highly of their own ability to navigate obstacles that may come up.

Responsiveness: **Quick and clear communication** is valued; they seek to be proactive and expect the same from service providers.

Attention to Detail: They appreciate thoroughness in contractors and will be looking over the smaller details of the ongoing and completed job whenever they can.

Empathy: They expect patience and understanding when dealing with the tradesmen or company in regard to any unforeseen issues that may arise.

- **What character traits do they despise in themselves and others?**

Procrastination: They may feel frustrated with their tendency to delay decisions or actions related to the renovation process.

Dishonesty: A lack of transparency, whether in contractors or themselves, can lead to distrust and disappointment.

Incompetence: They **dislike dealing with unqualified or poorly skilled contractors** and may **feel ashamed if they lack knowledge about the renovation process**.

Irresponsibility: They may **despise a lack of accountability**, whether in themselves for not managing their home properly or in contractors for failing to meet commitments.

Poor Communication: Misunderstandings can arise from unclear communication, leading to frustration with themselves, though usually exclusively with others who don't communicate effectively.

Negativity: A pessimistic attitude, whether in themselves or others, can be demoralizing during a stressful renovation process.

Inflexibility: They may struggle with rigid thinking, either in themselves when adapting to changes or in contractors who refuse to accommodate reasonable requests.

Lack of Empathy: A perceived lack of understanding or care from contractors regarding their concerns can lead to resentment.

- **What trends in the market are they aware of? What do they think about these trends?**

Sustainable Materials: Many, especially more so in the wealthier, professional clients, are increasingly aware of “eco-friendly” roofing options, such as solar panels or recycled materials. They generally view this trend positively, appreciating the “environmental benefits” and potential energy savings.

Smart Home Integration: The rise of smart home technologies, including automated roofing systems and monitoring, is gaining attention. Some may be excited about the convenience and efficiency these technologies can offer, while others might feel overwhelmed by the complexity or even put-off by potential security risks.

(Smart Roof Ventilation Systems: These systems can automatically adjust ventilation based on temperature and humidity levels, helping to maintain optimal conditions and reduce energy costs. Brands like **AirVent** offer solutions that integrate with home automation systems.

1. **Automated Skylights:** Products like **Velux Active** allow homeowners to control skylights remotely. These skylights can automatically open or close based on weather conditions, improving natural ventilation and light while preventing water entry during rain.
2. **Solar Roof Systems:** Companies like **Tesla** with their Solar Roof tiles provide integrated solar energy solutions. These tiles not only serve as a roofing material but also generate electricity, with monitoring systems to track energy production and consumption.
3. **Moisture Detection Systems:** These can monitor for leaks in real-time. They alert homeowners via smartphone notifications if moisture is detected, allowing for prompt action to prevent damage.
4. **Automated Roof Shutters:** These can be controlled remotely to open or close based on sunlight exposure or temperature, helping regulate indoor climate. Brands like **Lutron** offer motorized shades that can be integrated with home automation systems.)

Rising Costs: Awareness of increasing material and labor costs is common. Many express concern over how these rising prices impact their budgets and project feasibility.

DIY Trends: The popularity of DIY home improvement shows/youtubers and websites/resources has made some homeowners consider taking on projects themselves. While some see this as a positive trend for saving money, others worry about the risks of inadequate skills leading to poor outcomes.

Aesthetic Customization: There's a trend toward personalized and unique roofing designs. Many homeowners appreciate the opportunity to express their individual style but may feel pressure to keep up with evolving trends.

Health and Safety Standards: Increased awareness of building codes and safety regulations is significant. Most homeowners appreciate the focus on safety but may find the compliance process frustrating.

Online Reviews and Ratings: The impact of online reviews on choosing contractors is widely recognized. Homeowners tend to value transparency and are often cautious about contractors with negative reviews.

- **What “tribes are they a part of? How do they signal and gain status in those tribes?**

DIY Enthusiasts: More hands-on with their projects, many of the blue-collar clients lean toward this tribal affiliation, and may share their completed projects in online groups, and engage with other DIYers.

Local Community Members: Strong ties to their neighborhoods, they signal their identity through active participation in local events, supporting local tradespeople, and involvement in community discussions.

Homeowners: They also identify as homeowners, focusing on practical renovations,

sharing experiences in local forums or community groups, with friends and family, and discussing budget-friendly options.

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar

Name: Sarah Thompson

Age: 38

Occupation: Marketing Manager

Background: Sarah lives in a higher end suburban area (Applecross, Freo etc) with her husband and two children. She has a university degree and works in a corporate environment. Her family values gay stuff like sustainability and smart-technologies and brand-name aesthetics in their home.

Day in the Life:

- **Morning:** Sarah starts her day with a quick workout, followed by getting her kids ready for school. She enjoys a cup of coffee while checking her emails and planning her day.
- Probably has more time for social media than the tradies.
- **Work:** At the office, she attends meetings and manages teams or social media or marketing or is in HR or something similar
- **Afternoon:** Sarah takes a break to browse **home improvement blogs and Pinterest** for renovation ideas. She's particularly interested in **sustainable practices and smart home technologies**.
- **Evening:** After work, she spends time with her family, helping the kids with homework. She might discuss potential home renovations or upgrades with her husband after a couple glasses of wine, focusing on quality and design.
- **Weekend:** Sarah often visits local home improvement stores or attends community events or envies her neighbors and friends to gather ideas for her home projects.

Blue-Collar Client Avatar

Name: John Doyle

Age: 42

Occupation: Construction Worker

Background: John has worked in the construction industry for over 20 years. He values **practicality, affordability and durability** in home improvements and has a strong connection to his local community. Tradies are more likely to already know potential businesses to call on for these services.

Day in the Life:

- **Morning:** John starts his day early, enjoying a hearty breakfast (usually from a servo or deli) before heading to the job site. He listens to the local radio station (Triple M, 92.9) on his way to work
- **Work:** On the job, John works alongside his crew, performing physical labor and ensuring safety on site. He has a good understanding of building materials and costs and techniques.

- **Afternoon:** During lunch, John chats with coworkers about upcoming home projects. He enjoys sharing tips and advice based on his experiences in construction. This is also where many word-of-mouth connections are made with established business owners.
- **Evening:** After work, John spends time with his family, often tackling small DIY projects around the house. He enjoys improving their living space and teaching his kids about home maintenance, he may scroll social media briefly in the evening before bed, where he would be subscribed to at least a few popular tradie-related groups and meme pages.
- **Weekend:** John is active in his local community, attending neighborhood events and supporting local businesses. He might also visit hardware stores to gather materials for upcoming home projects.

