

Market Research Template: Luxury Homebuyers

Who exactly are we talking to?

Luxury homebuyers (Age 45+, high-income earners, entrepreneurs or executives)

Painful Current State

Feeling limited by existing luxury home inventory - lack of properties that truly meet their specific needs and desires.

Frustrated by a slow or stressful home buying process that doesn't cater to their busy lifestyles.

Concerned about overpaying for a property, even within their budget.

Anxious about potential hidden problems or complexities during the purchase process.

Feeling a lack of personalization or exclusivity in the luxury home market.

Desirable Dream State

Owning a one-of-a-kind, prestigious property that reflects their taste and success.

Living in a secure and private location with exceptional amenities.

Having a home that enhances their lifestyle and provides a sense of accomplishment.

Impressing others with a truly unique and luxurious property.

Experiencing a seamless, stress-free home buying process tailored to their needs.

Feeling confident that they secured the perfect property at a fair price.

Values and Beliefs

Believing a luxury home is an investment reflecting their status and achievements.

Value exclusivity, privacy, and a high level of customization.

May blame a realtor for not understanding their specific taste or needs.

Evaluate solutions based on quality, craftsmanship, brand reputation, and long-term value.

Respect realtors with extensive knowledge of the luxury market and a proven track record of success.

Value discretion, personalized service, and access to exclusive properties.

Despise pushy or impersonal sales tactics. They expect a consultative approach.

Aware of trends in luxury living like smart home integration, wellness features, and sustainable design.

Note:

Luxury homebuyers often have a global perspective.

They may be interested in properties offering unique experiences, like waterfront estates or vineyard properties.

Sustainability and eco-friendly features are becoming increasingly important to this segment.