

## **Research**

### **Who am I talking to:**

Couples or single women age 60+ that have retired in the last 5 years.

### **Where are they now:**

They are currently living in an average house probably around 3,000 - 4,000 sq ft. They have just retired and are trying to figure out what is next in life.

### **What challenges are they facing:**

- They are now retired and want to live their lives rather than take care of their home.
- They want a smaller home
- They want to travel or be closer to their kids.
- They don't want stairs because they are getting older.
- They don't want a basement
- They don't want to take care of their yard or house exterior because it takes too much time and effort.
- They want to just live in peace and quiet and not have to deal with the typical homeownership problems.
- They want to be able to leave their house for extended periods of time knowing their house is safe and secure.
- They don't want a ton of kids running around making noise and disrupting them.

### **How does it make them feel:**

It makes them feel trapped and unable to enjoy the life they worked hard for.

### **What is the solution to their problem:**

Patio Homes are a great solution to their challenges. Patios Homes are single level living at its best. There are no stairs to the main part of the house and sometimes they don't even have basements and stairs at all. In addition to being main level living they also come with an HOA that takes care of all of the exterior maintenance. There is no need for them to mow the lawn, shovel snow, get on the roof, etc. Patio Homes are designed for retired couples and are in gated communities so that they can leave for extended periods of time to visit family, go on vacation, and just live a retired life without having to worry about anyone breaking into their home while they are gone and that the maintenance is being taken care of in their absence. Most patio home communities are also age 55+ so they live with like-minded people and there aren't any kid-like shenanigans going on in the neighborhood. They can live in peace and quiet when they want and they can visit their grandkids or travel abroad when they want. It is the most flexible and freeing house for retired folks to live in.

### **Common Phrases From Clients:**

"I can't do stairs anymore"

"We would like to visit our kids more"

"My current house is just too big to take care of"

“We want to travel, but don’t want to leave our house unattended for so long”

**What objective do I want them to take:**

- 1) I want them to click on a call to action to enter their email address so I can set them up on a real estate portal to send them Patio Homes in their criteria.
- 2) I will follow that up with an upsell of scheduling an in-person, video call, or phone call consultation with a Patio Home specialist (me).