



| MULTIFAMILY

# Persona Worksheet

To increase the quality of your communication to prospective residents, you need to understand your demographics.

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## Instructions

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### DEFINITION:

**A PERSONA IS A SEMI-FICTIONAL DEPICTION OF YOUR IDEAL RESIDENT.**

The first step in creating good personas is to do some interviews. These should not take much time and they will help you on many levels. You need to interview current or previous residents of your properties, or properties like yours. You should consider them to be an ideal fit for your property. While some people might be willing to give you their time and do this, offering a small incentive, i.e., a \$5 Starbucks card for instance, could help you generate far more interviewees. You could set this up as a Survey Monkey survey or a Google form, however, it is recommended that you do as many of these in person as possible, as face time with residents is a very good opportunity for you to get to know them better.

The "Worksheet" page of this document provides the needed questions to have a successful persona interview. We have also provided a "Sample Worksheet" page and a "Sample Story" page that show what a possible persona might look like when it is completed.



## LET'S BUILD A PERSONA:

Once you have several interviews completed, it is time to start building your personas.

- 1) Start looking for trends in the responses. This will help you segment the responses into various persona groups.
- 2) Once you have the responses separated into two or three groups that give you a good picture of the different types of residents that you want in your property, you should start to compile semi-fictional responses based on the real answers provided.
- 3) Name each of the Persona files that you are building with a name that you can reference such as "Single Sally" or "Married Mark". Something that will help you in creating a story for that Persona.
- 4) Now that you have your profiles built and named all that is missing is a good story. Each Persona needs to be brought to life so that you can really start to think how they would think. Each story needs to cover these four areas:
  - 1) Job and Demographic information.
  - 2) What does a day in their life look like (embellish the response in the profile)?
  - 3) What keeps them up at night?
  - 4) Where do they get their information? How do they learn?
- 5) It is important to note that your Personas should be ever evolving, and you should update them regularly.



# Sample Worksheet

## QUESTIONS

## SAMPLE PERSONA - RONNIE RENTERBERG

|   |   |
|---|---|
| What is your name?  | Ronnie Renterberg   |
| What is your age/age range?   | 25-35   |
| What is your job/role?  | Commercial Real Estate Agent  |
| What is your job title?   | Associate of Brokerage  |
| What income range are you in? \$25k - \$49k, \$50k - \$100k, \$100k+  | \$50 - \$100k   |
| On a scale from 1 to 10 how much do you like animals?   | 7   |
| Are you a dog or cat person?  | Dog   |
| Do you own an animal?   | No, but I plan on it in the next few years.   |
| Where do you find your info on new properties?  | An apartment locator who toured properties with me, online word of mouth.   |
| Do you use the internet to research potential places to live?<br>If yes, how do you search for information?   | Yes, Zillow, Forrent, Trulia.   |
| Do you prefer the city or the suburbs?  | City  |
| Do you need a garage?   | Yes, but it can be at the other end of the complex.   |
| Do you prefer to be located closer to work or closer to social activities?  | Social activities.  |
| What is the most important thing you look for in finding a place to live?   | Good location, affordable, young feel, nice finishes, place to entertain friends, exercercise facility, safe.   |
| What are your biggest challenges in finding a new place?  | Availability, organizing roommates, having time to tour properties location, safety.  |
| What are your biggest concerns when renting?<br><small>(Pool, location, price, safety, work out facilities, ability to host social events, club house, garage, gated community)</small> | Garage.   |
| What publications or blogs do you read?   | People, Architectural Digest, InStyle, Dallas Morning News, Dallas Business Journal.  |
| To what associations and social networks do you belong?   | Facebook, Linkedin, Twitter, Instagram, Pinterest, Vine, Snapchat, Venmo, LoopNet.  |
| Do you have family? (are you married, do you have children?)  | No  |
| What is your level of education?  | Bachelor degree in Finance.   |
| How do you prefer to interact with property staff? (email, phone, in-person)  | In-person, then on the phone.   |
| <b>PUT YOURSELF IN THEIR SHOES</b>  |   |
| Keywords Personas are likely to use when searching for a place to live.   | Uptown, apartment, West Village, list of best apartments in Dallas, Dallas high rises, new apartments in Dallas.  |
| What problems can we solve for them?  | More safety with a security guard 24/7, way to reserve amenity space, write articles about apartment saftey, entertaining friends in a small space etc. |



# Sample Worksheet

## QUESTIONS

## PERSONA

What is your name?

What is your age/age range?

What is your job/role?

What is your job title?

What income range are you in? \$25k - \$49k, \$50k - \$100k, \$100k+

On a scale from 1 to 10 how much do you like animals?

Are you a dog or cat person?

Do you own an animal?

Where do you find your info on new properties?

Do you use the internet to research potential places to live?  
If yes, how do you search for information?

Do you prefer the city or the suburbs?

Do you need a garage?

Do you prefer to be located closer to work or closer to social activities?

What is the most important thing you look for in finding a place to live?

What are your biggest challenges in finding a new place?

What are your biggest concerns when renting?  
(Pool, location, price, safety, work out facilities, ability to host social events, club house, garage, gated community)

What publications or blogs do you read?

To what associations and social networks do you belong?

Do you have family? (are you married, do you have children?)

What is your level of education?

How do you prefer to interact with property staff? (email, phone, in-person)

## PUT YOURSELF IN THEIR SHOES

Keywords Personas are likely to use when searching for a place to live.

What problems can we solve for them?



# Sample Worksheet



## MULTIFAMILY MANAGER MARY

### Background

Age: 31 (b. 1986)

Education: B.B.A. in General Business from Texas A&M University '08

Born and brought up in Leander, Texas, a growing city on the outskirts of Austin and attended a well-known college in downtown Austin. Mary moved to Dallas for a sales job, but she felt isolated by the competitive pressure. After attending a few networking events in the DFW area, Mary began connecting with folks in the commercial real estate space and developed an eagerness to transition into multifamily management. She spent 3 years at her first job with UDR as a member on the property management team at a mid-sized property in Dallas, which led to her current position as the manager of a team of six.

Real estate allows her to work with teams of people her own age. She also enjoys the variety of work from day-to-day and the fast-paced environment at the property-level.

### Family Status

- Single (dates occasionally, focused on career)
- 0 children
- 1 pet (golden retriever)

### Career

**Field:** Food Service/Food Production

**Employer:** Frito Lay/PepsiCo

**Title:** Sr. Food Scientist

**Time at current job:** 1 year

**Annual income:** \$43,000

Mary is highly motivated, always looking to bring innovative ideas to the team. Having worked as an entry-level property manager, she is able to connect with the team she oversees and provide empowering mentorship and leadership skills to help them grow in their job.

### Lifestyle / Interests

- **Reading:** Stays up on Dallas real estate news on her mobile device as a way to stay connected in the industry and latest trends. Not much time for leisure reading.
- **Nightlife:** There is very rarely a Friday or Saturday night that she isn't concocting an outing with other couples and friends. She likes to visit bars, lounges, or restaurants all around the DFW area.
- **Networking:** Spends many evenings at happy hours connecting with young professionals and participating in local organizations

