

4 Archetypes to Better Understand Clients

Clients differ in so many ways: budget, level of knowledge and experience, expectations, communication style, personality, etc. It can be hard to tailor your approach if you don't know them well, so we consulted our research to create four client archetypes. Once you identify who you're working with, you'll be better equipped to meet their needs and deliver first-class service every single time.

CLIENT PROFILE 1

The Indecisive

When this client is faced with multiple options, they struggle to make a decision, which often slows things down. Maybe it's because they feel pressured, want more information, or they're afraid of making a wrong decision. This is common among first-time renovators.

WHAT THEY NEED

Education • Encouragement • Patience

How you can help: Guide this client from start to finish so they feel confident in their choices. Explaining which selections you suggest (and why!) can narrow the field and help them arrive at their final answer faster.

💡 Pro Tip

Create detailed estimates or proposals in Houzz Pro for these clients to lay out everything clearly. You can even turn on line-item approvals so they understand everything they're saying "yes" to. And if they change their mind later, use our change orders to track every swap.

CLIENT PROFILE 2

The Budget-Conscious

In our annual Houzz & Home reports, homeowners repeatedly select "sticking to the budget" as one of their top renovation challenges. This isn't always a negative, however. Tighter budgets can present some creative, trust-building opportunities.

WHAT THEY NEED

Transparency • Creativity • Control

How you can help: Instead of focusing on what you can't accomplish, demonstrate your creativity with budget-friendly solutions. Start by categorising the client's needs, wants, and wishes to identify what's most important to them, then show them what can be done within their budget. Share photos from past projects to reassure them of your ability to deliver quality work at different price points.

💡 Pro Tip

Use Houzz Pro's streamlined selections tools to give clients greater control over how their money is spent. During the material selection process, you can show them – in real time – how each choice impacts the bottom line.

The Expert

This client binge-watches home reno shows and TikTok videos, has a stack of magazine inspiration pages, and knows exactly what they want. Maybe they even have a few renovation projects under their belt. Bottom line: they've done their research and their expectations are high.

WHAT THEY NEED

Detail • Visuals • Insider Tips & Tricks

How you can help: Listen carefully to what they want, anticipate their needs, and always be willing to offer new ideas or alternate ways of achieving their goals. They hired you for a reason so don't be afraid to share your expertise.

💡 Pro Tip

Use your Houzz Pro toolkit (which they likely don't have) to bring their vision to life. Detailed estimates or proposals, mood boards, 3D floor plans, and virtual walk-throughs will impress this client type and demonstrate the tremendous value you bring.

The Worrier

According to our Houzz & Home reports, "managing the unexpected" is another big challenge faced by renovating homeowners. They're afraid that surprises are lurking around every corner or that their new space will be totally different from what they envisioned.

WHAT THEY NEED

Transparency • Contingency Plans • Reassurance

How you can help: Frequent, proactive communication is even more important for this client type, so keep them updated every step of the way. Notify them of delays, product back-orders, and other hiccups right away, then have a solution at-the-ready to reassure them everything is under control.

💡 Pro Tip

Direct them to their personalised Houzz Pro client dashboard for all project updates. Here they can access their project timeline, financial documents, daily logs, communication history, and more whenever they want – it's available 24/7.