

Archetype: Solo Architect

Narrative:

Built for the logical. Transparent costs. No fluff. Easily comparable. You pick, it adapts.

Tone:

Data Whisperer

Values: clarity, autonomy, precision

Risks: lack of empathy, cold service, complex menus

Features: Filter-based search, Cost calculators, No-nonsense delivery

CMS Tags: Transparent pricing, PDF comparisons, Plan finder API