

Name: Jane Doe

Descriptor: Owner of several houses in NYC

Quote: "Time isn't the main thing, it is the only thing!"

Who is it: Jane is a 40-year old NYC native. She is a housewife who has to take care of 3 kids. She is really busy with the kids but still tries to do some business. She is caring, extroverted, and decisive.

Goals: She wants to be an independent housewife and supermom. Her current plan is to get income from rents while having enough time to take care of the kids.

Attitude: She is still deciding between leasing her homes and becoming an Airbnb host. She would like to know renting out which of her homes can earn her the most money and how much money she can expect to make from being an Airbnb host.

Behavior: She has a hard time to focus for a long time because the kids need her constantly. She is also very decisive and likes to make decisions fast, so she is not patient with details that don't matter too much.