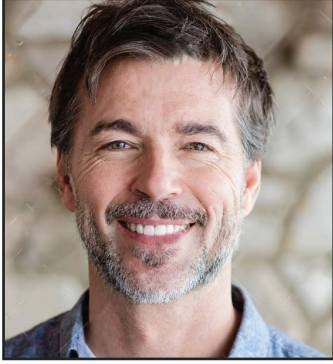


Scott Carpenter



DIY Homeowner

Age: 45

Household Income: \$90,000/yr

Career: Manager

Education: Bachelors Degree

Family: Married, 2 kids

Doesn't have time for all of his projects

Actions

Scott loves fixing things.

He starts lots of projects; doesn't always finish them.

Doesn't remember to do maintenance

Spends a lot of time outside, either working or playing with his kids.

HGTV, TLC, Discovery "man" shows

Not a lot of social media

Goals

Wants to update/remodel parts of his house one day

Start saving money for kids' college

Spend more time with kids

Make wife happy with state of home

Needs

Scott needs help with prioritizing which projects to do

help with finishing projects and doing maintenance

Help with planning & budgeting bigger home improvement

Help with setting up and committing to a maintenance schedule

find techs he can trust to do good work

Pains

Bad contractors doing poor work

Repair costs get out of hand.

Never ending improvement projects.

Forgotten maintenance task become unexpected repairs.

Everything breaks at the same time!

No time for all of his projects

Doesn't have the tools or knowledge to do everything