

Amanda Haven



New Homeowner

Age: 35

Household Income: \$75,000/yr

Career: Grant Writer

Education: Masters Degree

Family: Married, no children

Bought her first house 6 months ago

Actions

Amanda spends a lot of time on social media getting inspiration for her home

She shares a lot of photos about her life with friends, family and followers.

She calls her dad when she has questions about home repair, and then checks videos online before calling contractors.

DIY's as many projects as she can.

Goals

Finish updating/remodelling her home

Focus on enjoying her new home

Host Thanksgiving at home this year.

Finish paying her student loans

Get ahead in her career

Start a family

Needs

Amanda needs help with planning which home improvement projects she should do first, and which ones can fit in her budget.

Amanda needs help finding good, reliable contractors who will do the job right at a fair price.

Amanda wishes she could do some of it herself, but she's not very handy.

Pains

Every other month she finds a new issue in her house.

Contractors always flake out on her.

It's hard to budget for projects when the prices always go up unexpectedly.

Now she tries to DIY repairs when she can, but videos only get you so far :/

Hates calling people on the phone

Hates having strangers in her house