

Dr. Alex Green

Alex is 47 years old, well educated. Has a family of four. He has a practice in Virginia, and is looking for a second home. He is seeking natural beauty and quiet. He is very visual when online, he tends to scan pages and will be shopping for his second home while hurried. Not having much time to spend, he will want to narrow his search quickly, and further investigate his options, once they have been narrowed down.

He values relationships and will want to know the sales associate he buys from. He will use his understanding of the sales associate to evaluate the information they provide him.