

Eddie

Warehouse Supervisor

ABOUT

Age: 42
Income: \$59,000
Status: Divorced
Location: Riverside

Eddie has been with his company for over 10 years. He works 60 hours a week, often on weekends. He is looking for a 3 bedroom condo. Eddie shares custody of his 2 children, who are in grade school. He hangs out with his co-workers and likes sports bars and BBQ.

NEEDS

- Is in the market for a 3 bedroom condo with laundry in unit
- Location near kid's school
- living room must be able to accommodate a large flat screen TV
- Wears uniforms to work which he needs to wash
- Keeps meticulous care of his Camaro

FRUSTRATIONS

- Not enough time with his kids
- Long hours are starting to take their toll
- Car washes don't do a good job so he washes his own car
- Has hard time finding a condo fitting his criteria
- Want new places to go eat

PERSONALITY

Extrovert	●	Introvert
Sensing	●	Intuition
Thinking	●	Feeling
Judging	●	Perceiving

TECHNOLOGY

Internet	● ● ● ● ● ● ● ● ● ●
Software	● ● ● ● ● ● ● ● ● ●
Mobile Apps	● ● ● ● ● ● ● ● ● ●
Social Media	● ● ● ● ● ● ● ● ● ●

