

John Richardson



"I expect it to work"

AT A GLANCE

Age -- 65

Location -- Long Island, New York

Life stage -- Married

Job -- Retired (previously a bank executive)

JOB DETAILS

Worked at -- a mid-sized regional bank, managing the portfolios of the bank's investment clients.

Typical day -- check the markets and the financial news. Discuss client investment and implement their choices.

Work environment -- Mentally taxing with a high-level of stress and long hours.

MOTIVATORS

Wife -- His wife has always been important to him. Now that he's retired, he wants to satisfy her desire for travel.

More Time -- In addition to spending more time with his wife, he looks forward to doing more fishing.

Community -- His bank was intimately involved with the community, and he would like to continue supporting his community.

BEHAVIORS

Meticulous -- His job demanded sharp focus on attention to detail as a result of his working in the finance industry.

Work/Life Balance -- Because of the demands of his job, he developed a knack for maintaining a clear separation between his home life and his work life.

Exercise -- He hates it, but he does it because of the sedentary nature of his job.

NEEDS

- To find a vacation rental property that has a comprehensive, easy-to-navigate website.
- To find a vacation rental property that is close to fishing and close to the amenities of modern life.
- To find a vacation rental property that supports the local community.

Todd Cowen



"I need simplicity"

AT A GLANCE

Age -- 38

Location -- Philadelphia, Pennsylvania

Life stage -- Married with two children

Job -- Construction Supervisor

JOB DETAILS

Works at -- a large construction company with many jobs in the mid-Atlantic region.

Typical day -- He monitors the pace of onsite work crews, creates work schedule, and ensures safe working environment for crews.

Work environment -- noisy, busy, requiring constant focus on the worksite activities.

MOTIVATORS

Family -- His wife and children mean everything to him. His purpose for working is to ensure that his family is cared for.

More Time -- Because he works so hard, he has little time to spend with his children.

Providing -- He worked hard to get to his position. He wants to ensure that his children have opportunities to experience more than he did.

BEHAVIORS

Focused -- With so much activity on the job site, he needs to focus and dismiss all distractions.

Demanding -- Because he is responsible for the crew and the jobsite, he demands that his crew stay just as focused on their jobs as he is.

Loyal -- His loyalty is earned, but when he gives his loyalty, he does so unconditionally.

NEEDS

- To find a vacation rental property that is simple to book.
- To find a vacation rental property that is close to activities for his children.
- To find a vacation rental property that will allow him to relax.
- To find a vacation rental property that provides opportunities for him and his wife to enjoy time with each other.