

Kribbz Personas (WIP)

WIP – June 14, 2019

Brand – Summarized



	Kribbz Brand
Mission	To Empower People on the Move
Vision	By 2025, every American considers Kribbz when buying or selling a home.
Positioning	For people on the move, Kribbz is the agent of change in real estate that takes complexity, time, and cost out of selling or buying a home and allows them to reach their destination faster.
Values	Transparent, Empowering, Accessible, Responsive, Fearless
Tagline	Kribbz – The First Place To Sell Your Place





Personas

Two Distinctly Different Personas



Kribbz caters to two unique audiences with very different needs, objectives, and concerns. Buyers will act with conviction and demand data, performance, and responsiveness, while sellers will feel skepticism and consistently need reassurance and support expected given the magnitude of the transaction.

	 Will Wynn (Buyer)	 Shirley Sheppard (Seller)
Buys / Sells:	Every seven days	Every seven years
Wants:	Performance	Assurance
	Data	Support
	Speed	Convenience
	Technology	Transparency
Values:	Intelligence / Efficiency	Credibility / Trust

Buyer – Will Wynn

Win at all costs



Beliefs

Ambitious: Fuel My Ego, Bank, and Jet

Advanced: Tech and Data Separate Winners and Losers

Competitive: Winning is Everything, in Everything

Unapologetic: Homes are Chess Pieces, Not Where Your Children Grow Up.

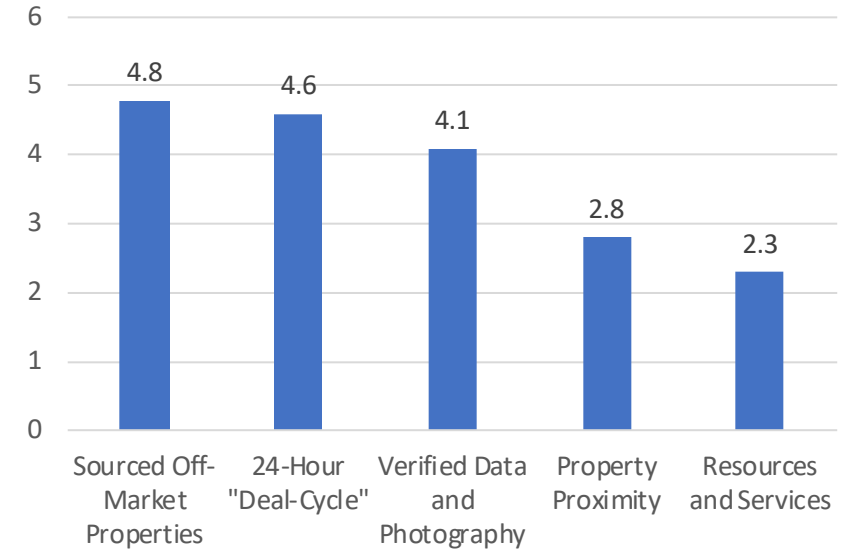
Meet William

William is 43 years old, and a former financial analyst who is now a real estate investor. He wants wealth for himself (and his wife and two young daughters), and embraces risk because he's "smarter, more analytical and faster to the punch than the next guy". He does his homework – always looking for an advantage – and embraces tools and tech that help him win, but they better perform and deliver, and if something goes wrong, it better get fixed, and fast. When not working, he is doing anything that gets his "adrenaline going" which includes gambling, waterskiing, and investing (stocks, etc.).

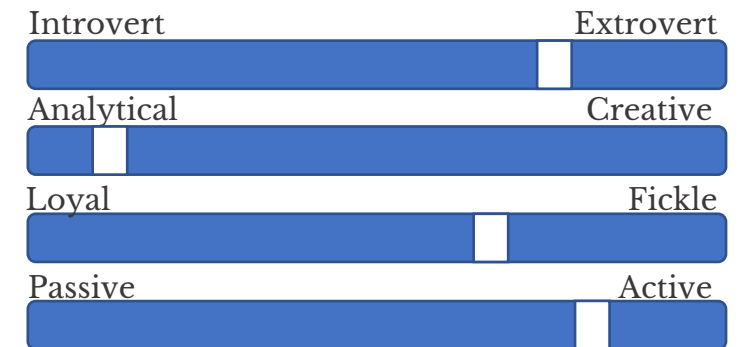
Pain Points / Where Kribbz Fits In

William doesn't like doing the work involved in sourcing properties – he wants deals coming to him for analysis. He has all the data he needs, but has yet to find a transactional platform that deliverables "compelling properties" directly to him so he can focus on deal-marking versus deal hunting.

Motivations



Personality Traits



Seller – UnShirley Sheppard

It should feel right



Beliefs

Faith and Family: Your most important investments.

Loyalty and Tradition: Don't jump at shiny new things, stick with what you love.

Save for a Rainy Day: Even in Phoenix... be ready for the unexpected.

Empathy: Treat everyone with respect, and kindness.

Meet Shirley

Shirley, a 52-year old widow, is South West Region director for State Farm Insurance. Her kids have moved out of the house, and Shirley is now considering selling her home as she has been offered a role at State Farm's HQ. She's somewhat aware of iBuyers through church friends, but is generally very cautious and feels like there's a catch. She's scared about selling in any way other than with a real estate broker. Nonetheless, she's actively looking at her options as her home has appreciated in value, and selling fast would save her a lot of stress and the work involved in preparing her home to sell.

Pain Points / Where Kribbz Fits In

Shirley is very concerned about moving hastily on a such a significant transaction. However, Kribbz multi-offer platform could assuage her fears by giving her the confidence that she's getting the best (and a fair) immediate price for her home. Nonetheless, she needs to trust Kribbz every step of the way because the moment her instincts tell her to go with a broker, she will.

Motivations



Personality Traits





Thank you.

Privileged and Confidential

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