



Buyer Personas





Home Owners



Age 25-55

Male/Female

Snow removal for his/her driveway or private property

Uses and Preferences

- **Products:** Small to mid-size truck plows, UTV/ATV plows to keep driveways and walkways clear.
- **Value We Provide:** Plowing saves homeowners time, money, & effort in keeping their home clear
- **Desired Next Steps:** Have the homeowner visit our website to see the services you offer

Needs/Challenges

- **What are they trying to solve?** Keeping their driveway clear to easily get their family to school and work
- **What do they need most?** A reliable snowplow driver who can service their property before the workday begins
- **What eases their use?** The ability to call/text for service & pay electronically
- **What do they value most?** Someone they can trust to keep their property clear & safe

Information Access

He or she is connected online, but relies heavily on word of mouth from friends & family. They are influenced by the brand used by peers in their area, & will count on others to make a recommendation for snow removal.





Business Owners



Age 30-60

Male/Female

Snow removal from storefront,
parking lot, sidewalks

Uses and Preferences

- **Products:** Truck plows, spreaders, walk-behind spreaders, shovels
- **Needs:** Clear walkways for employees, customers, & visitors
- **Value We Provide:** Professional snow removal that saves time & eliminates their safety and liability concerns
- **Desired Next Steps:** Provide reliable service that leads them to recommend our business to other owners

Needs/Challenges

- **What are they trying to solve?** Keeping their property clear of snow & ice for public safety; eliminating slip/fall issues
- **What do they need most?** Reliable drivers that have diverse equipment to plow, salt, & clear walkways
- **What eases their use?** Automatic service after a large snowfall
- **What do they value most?** A thorough job completion

Information Access

He or she is connected online via mobile and social to remain up to date on weather, news, etc. Their preferences are linked to past experiences & word of mouth suggestions from other business owners.





Home Owner Association



Age 25-65

Male/Female

Association board governs decisions regarding the property

Uses and Preferences

- **Products:** Large truck plows and spreaders
- **Needs:** Service to remove snow and ice from roads, driveways and sidewalks
- **Value We Provide:** Reliable equipment & professional service
- **Desired Next Steps:** Have the HOA board visit your site to see the services you offer

Needs/Challenges

- **What are they trying to solve?** Keeping their roads, driveways and sidewalks safe and clear for members of the HOA
- **What do they need most?** Reliable service that keeps their roads clear without damage to any landscaping
- **What eases their use?** Consistent service after snowfall
- **What do they value most?** Top of the line service that keeps their property visually appealing

Information Access

The HOA board of directors are connected online via social media groups. They are likely to prefer companies with reputable reputations. They may also take recommendations from members and other HOA boards.





Apartment & condo Complexes



Male/Female

Age 30-60

Condo board governs decisions regarding the complexes

Uses and Preferences

- **Products:** Midsize to large truck plows, spreaders and shovels
- **Needs:** Service to clear parking lots, sidewalks, & multi-level doorsteps
- **Value We Provide:** Reliable equipment & product variety for multiple needs
- **Desired Next Steps:** Have the board recommend your services to other complex owners

Needs/Challenges

- **What are they trying to solve?** Keeping parking lots, walkways, & doorsteps clear to prevent injury to residents
- **What do they need most?** Reliable equipment that can service both ground & multi-level surfaces
- **What eases their use?** Consistent service that arrives after snowfall
- **What do they value most?** A thorough completion that provides a safe environment for residents

Information Access

They are connected online, but rely on recommendations and opinions from other complex owners.





School Administrator



Age 35-65

Male/Female

Professional who helps operate
a school's campus

Uses and Preferences

- **Products:** Midsize to large truck plows and box plows, spreaders, walk behind spreaders
- **Needs:** Service to clear parking lots, sidewalks and door entrances
- **Value We Provide:** Reliable equipment and service with product variety for multiple needs
- **Desired Next Steps:** Have the administration visit your website for information on your flexible services

Needs/Challenges

- **What are they trying to solve?** Keeping parking lots, walkways, and door entrances clear of snow and ice to prevent student/faculty injury
- **What do they need most?** Reliable equipment and service that can clear the property before the school day begins
- **What eases their use?** Consistent service that arrives after snowfall before the beginning of the school day and before the end of a day for bus and pick up safety.
- **What do they value most?** The safety of their students, faculty and visitors

Information Access

They are connected online via mobile & social to stay up to date on weather, news, etc. Preferences depend on past experience & recommendations from nearby school districts.





Hospital Administrator



Age 35-55

Male/Female

Responsible for the operation
of a hospital and its grounds

Uses and Preferences

- **Products:** Midsize to large truck plows, spreaders, walk behinds spreaders and shovels
- **Needs:** Service to clear ambulance entrances, parking lots, sidewalks and door entrances
- **Value We Provide:** Reliable equipment and product variety for multiple needs; flexible hours
- **Desired Next Steps:** Have the administrator visit your website for information on your flexible services

Needs/Challenges

- **What are they trying to solve?** Keeping parking lots and walkways clear to assure safe & quick entry in case of emergency
- **What do they need most?** Reliable equipment and service that can keep the property clear at all times due to continual entry
- **What eases their use?** Consistent service that continually keeps the property clear
- **What do they value most?** The safety of their patients and visitors; a clear path for emergencies

Information Access

They are connected online via mobile & social to stay up to date on weather, news, etc. Preferences depend on past experience & professional reputation.





Airport Management



Age 30-60

Male/Female

Managing the functions and grounds of an airport

Uses and Preferences

- **Products:** Large truck plows and box plows, spreaders, walk behind spreaders and shovels
- **Needs:** Heavy duty equipment that can clear multiple runways
- **Value We Provide:** Large, durable equipment that can clear areas of great size
- **Desired Next Steps:** Refer the management to our website to view the heavy duty snow removal services we offer

Needs/Challenges

- **What are they trying to solve?** Keeping runways clear for take-offs and landings; safe roads and walkways for passengers to enter the airport
- **What do they need most?** Heavy duty equipment that can clear a large area of land quickly to avoid delays and back-ups
- **What eases their use?** Flexible hours that can continually keep runways clear between take-offs and landings
- **What do they value most?** The safety of their airline pilots, crews, and passengers

Information Access

They are connected online via mobile & social to stay up to date on weather, news, etc. Preferences depend on who can provide flexible, heavy duty service.

