

**WORKSHEET**

# Client Interviews

Use the below template as a starting point when conducting your client interviews. Speak with key decision makers within your top-tier HOA/COA boards. This is just a starting point, so add any questions where you see fit to build the right persona for your brand.

**01****How do you define success within your role(s)?****02****What positive and negative commentary do you hear from your homeowners?****03****What would you consider your biggest challenges?****04****During the sales process, why did you choose our company? Was there anything that made you hesitant to work with us?****05****What are three things you aim to do this year to improve homeowner satisfaction?**

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# Dream Client Profile

**Segment**

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**Location**

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**# Doors**

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**Average Home Value**

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**Homeowner Demographics (age, occupation, etc)**

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**Board strategic goals**

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**Board pain points**

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**Why they should choose us**

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