

Yeager Property Group

THE EXISTING CUSTOMER

Casey Newman

“I work hard to get people noticed and improve their business.”

Casey owns a small marketing company located in Fishers, Indiana. As a small-business man, it's important for him to have an affordable office space that allows him to work on his own, and have a professional environment to meet clients in. He enjoys having his space at a Yeager office building because it is always run by warm, welcoming people and he finds that going to work in such a unique space makes work more enjoyable.



AGE	31
EDUCATION	Ohio State University
OCCUPATION	Owner of a marketing company
TECHNICAL PROFILE	Emails clients and peers constantly; never goes anywhere without his iPhone; comfortable with any type of computer work you could think of.

GOALS	QUESTIONS	FRUSTRATIONS
<ul style="list-style-type: none">• Book a conference room• Figure out building policies• Submit a maintenance request	<ul style="list-style-type: none">• Is there a form on the website to fill out for a maintenance request?• I work odd hours. What do I do if I have a problem after hours?• I'd like to add another suite to my company. How do I do that?	<ul style="list-style-type: none">• Conference room time being wasted by tenants who have left but haven't cancelled their repeating events• Not being able to easily contact someone from maintenance
INFLUENCES	REFERRAL	REASONS TO RETURN
<ul style="list-style-type: none">• Affordable• Reliability	<ul style="list-style-type: none">• His hair dresser is in the same building	<ul style="list-style-type: none">• Book a conference room
KEYWORDS	ENTRY POINT	
<ul style="list-style-type: none">• Fishers Office Suites• Yeager Properties	<ul style="list-style-type: none">• Home page• Tenant Portal	

THE POTENTIAL CUSTOMER (TITLE COMPANY MANAGER)

Bruce Edwards

“We’re a small business, but would still like an office space that allows us to work and grow like a large business.”

Bruce took over this company 5 years ago when the previous manager was offered a promotion and a transfer to another state. Since then he has done an excellent job leading his team. They are expanding and now looking for a new office space. The building they’re in now is dated, has a growing list of maintenance problems that have yet to be fixed, and their neighboring tenants who recently moved in are noisy and inconsiderate, which makes running a professional business quite difficult. Bruce feels with hiring several new employees recently, now would be a good time for them to find a new space. He’s looking for something more modern with cooperative and respectful tenants, an affordable space, and a lease agreement that won’t force him into a long-term contract.



AGE	36
EDUCATION	Kelley School of Business
OCCUPATION	Title Company Manager
TECHNICAL PROFILE	Does a lot of online research for his job; Communicates with clients and employees by email; Uses social media to keep in touch with family and friends.

GOALS	QUESTIONS	FRUSTRATIONS
<ul style="list-style-type: none">• Find a professional, modern new office space• Have enough space for his current team with room to expand	<ul style="list-style-type: none">• What price range are these suites?• Who do I contact to begin a lease?• Is there a lease contract time?• What kind of amenities are offered?• Can I lease more than one suite at a time? Or start with one and add more later if I decide to?• Can I get a discount if	<ul style="list-style-type: none">• Dull/dated office spaces• Maintenance issues that don't get resolved or take a very long time to do so• Disrespectful/unprofessional tenants• Expenses involved in moving to a new location

INFLUENCES	REFERRAL	REASONS TO RETURN
<ul style="list-style-type: none">• Affordable• Professionalism of building manager and other tenants• Size and quality of office spaces	<ul style="list-style-type: none">• Online search	<ul style="list-style-type: none">• Get more information about leasing a suite• See photos of the building• View different locations

KEYWORDS	ENTRY POINT
<ul style="list-style-type: none">• Noblesville office suites• Fishers Office Suites• Office spaces for rent	<ul style="list-style-type: none">• Home page

Jennifer Spencer

“I love my job, and all of my clients. I’m here to help with whatever they need.”

Jennifer is the building manager for Fishers Office Suites. She has worked there almost two years and enjoys every day of it. She has a very friendly, perky personality so her clients have nothing but nice things to say about her. They love that she is so helpful and welcoming to their clients, and makes leasing an office space enjoyable and very simple. She’s great about making sure the building is always clean, everything is working, clients are happy with their spaces, and is quick to get them assistance if anything needs fixing.



AGE	26
EDUCATION	University of Notre Dame
OCCUPATION	Building Manager
TECHNICAL PROFILE	Is comfortable working online and with her mobile phone. Participates on social media and emails clients and potential clients often. Also updates the website with available spaces and upcoming events.

GOALS	QUESTIONS	FRUSTRATIONS
<ul style="list-style-type: none"> • Make sure her tenants are happy and enjoy their space so they continue their lease • Get new tenants if any have to leave • Be warm and welcoming to tenants and their clients so everyone keeps coming back 	<ul style="list-style-type: none"> • How can I update the client list on the website? 	<ul style="list-style-type: none"> • People not paying their rent • People not being able to find the company that they’re looking for on the directory

INFLUENCES	REFERRAL	REASONS TO RETURN
<ul style="list-style-type: none"> • Friendliness • Professionalism 	<ul style="list-style-type: none"> • Her friend works for another Yeager Property and told her when Fishers was looking to hire a new building manager 	<ul style="list-style-type: none"> • Update conference room schedules • Keeping track of promotions • Updating tenant listing

KEYWORDS	ENTRY POINT
<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • Home page

THE TITLE COMPANY'S CLIENT

Chris & Megan Coleman

“We want our home buying process to be as easy and pleasant as possible.”

Chris and Megan got married last fall and have lived in Chris's apartment since. Now that they're finished with school and have both found new jobs, they decided it was time to get a house and start this new chapter of their life. They're excited to be closing soon on a new home close to their new jobs. They struggled at the beginning of this process with their original realtor who wasn't at all helpful, and didn't seem to care. But since they started working with their current realtor, he has been able to help them find just what they were looking for at just the right price and they've been able to finally enjoy this home-buying experience.



AGE	23 & 24
EDUCATION	Indiana State University
OCCUPATION	Accountant & Nurse
TECHNICAL PROFILE	Fairly comfortable with technology and have basic computer skills. They both use email and phones to keep in touch with family and friends and participate in social media.

GOALS	QUESTIONS	FRUSTRATIONS
<ul style="list-style-type: none">• Close on their new house and get the proper titling and insurance	<ul style="list-style-type: none">• Where is the building located?• How will we know what office to go to?	<ul style="list-style-type: none">• Lots of paperwork to fill out• Not being able to find the office they're supposed to go to

INFLUENCES	REFERRAL	REASONS TO RETURN
<ul style="list-style-type: none">• Professionalism of building staff and other tenants• Credibility	<ul style="list-style-type: none">• Google Search	<ul style="list-style-type: none">• Meetings with title company

KEYWORDS	ENTRY POINT
<ul style="list-style-type: none">• Greenwood title companies	<ul style="list-style-type: none">• Greenwood Office Suites

THE GOOGLE ENGINEER

Lionel Collins

“Get known. Be found.”

Lionel wrote the first version of SafeSearch, which is Google’s family filter. He has also worked on search quality and webspam at Google for the last seven years.



AGE	35
EDUCATION	Masters in Computer Science
OCCUPATION	Head of Google’s Webspam Team
TECHNICAL PROFILE	Totally immersed in emerging technology, avid blogger

GOALS	QUESTIONS	FRUSTRATIONS
<ul style="list-style-type: none">• Preserving the quality and accuracy of our search results is the best way we can help our users• Revolutionize search technology• Think about the keywords that your users will type. Include them naturally in your website through blog posts• Get traffic to your website from Google, then get your company noticed	<ul style="list-style-type: none">•	<ul style="list-style-type: none">• Spiffy features are great, but if they’re wrong or don’t reasonably trigger the way that your mind can predict, the features are useless• Hidden links• Link farms• Black hat SEO techniques

INFLUENCES	REFERRAL	REASONS TO RETURN
<ul style="list-style-type: none">• Ease of use• Reliable• Trustworthy	<ul style="list-style-type: none">• Google	<ul style="list-style-type: none">• Weekly updates to content• Checking for black hat SEO• Checking for link farms• Checking forbidden links

KEYWORDS	ENTRY POINT
<ul style="list-style-type: none">•	<ul style="list-style-type: none">• Home page• Services page