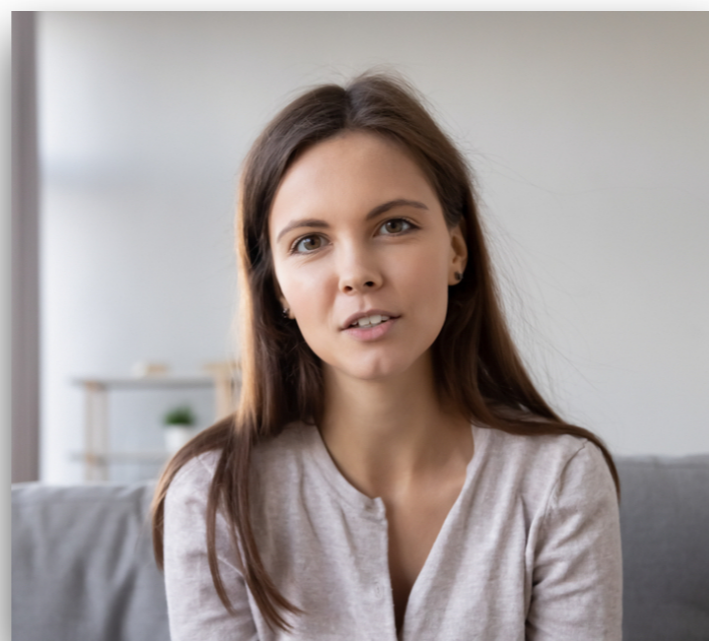


# The New COVID-era Homeowner Personas



## C'mon in Jim

Unperturbed  
No outward signs of concern



## Cautious Kristina

Expects new protocols  
Respects overcommunication  
Will put you to the test



## Hell No Helen

Nothing is important enough to let you in my house