

Core Avatars for Richards Painting Garland

(simplified buyer persona breakdown for marketing angles)

1. The Cautious Homeowner (Primary Avatar)

Age: 35–65

Home: 2,000–3,500 sq ft

Life stage: Families, retirees, long-term homeowners

Situation:

- Knows their home needs painting
- Afraid of hiring the wrong contractor
- Has heard horror stories or had a bad past experience

Core Pain:

- Mistrust
- Fear of mess, damage, or sloppy work

What They Need to Hear:

- “We’re organized.”
- “We protect your home.”
- “We follow a clear process.”
- “You can trust us in your space.”

Best Content Angles:

- What professional painting looks like
- How to choose a painter you can trust
- Clean, step-by-step job walkthroughs

Core Belief

“I just want someone I can trust in my home.”

Emotional Drivers

- Safety
- Cleanliness
- Professionalism
- Peace of mind

Hook Angles

- “Most homeowners don’t trust painters anymore...”
- “Inviting someone into your home shouldn’t feel risky.”
- “This is what professional painting should look like.”

Sample Ad Copy Example

Headline:

Don't Gamble With Your Home

Body:

Most homeowners aren't looking for the cheapest painter.
They're looking for someone they can trust.

At Richard's Painting, we focus on:

- ✓ Clear communication
- ✓ Organized, clean worksites
- ✓ Proper preparation before paint
- ✓ Respect for your home and time

If you're nervous about hiring a painter, you're not alone.
This is how professional painting should be done.

CTA:

- 👉 Learn what to expect before you hire
- 👉 Watch how we work
- 👉 Message us with questions (no pressure)

What NOT to Say

- “Lowest prices”
- “Fastest painters”
- “One-day miracles”

2. The Texas Weather Damage Homeowner

Age: 40–65

Home: Exterior showing wear (sun, humidity, peeling)

Situation:

- Notices fading, cracking, peeling, or wood damage
- Unsure if it's cosmetic or serious
- Delaying because of cost uncertainty

Core Pain:

- Fear of repainting too soon
- Fear of making the problem worse

What They Need to Hear:

- “Paint is protection.”
- “Waiting can cost more.”
- “Prep prevents future damage.”

Best Content Angles:

- How Texas heat damages paint
- Signs your exterior needs protection
- Why paint jobs fail in this climate

Core Belief

“I don’t want to repaint again in a few years.”

Emotional Drivers

- Protection
- Longevity
- Avoiding unnecessary future costs

Hook Angles

- “Texas heat destroys bad paint jobs.”
- “Paint isn’t just cosmetic in Texas—it’s protection.”
- “Waiting too long can cost more.”

Sample Ad Copy Example

Headline:

Texas Weather Is Hard on Homes

Body:

Sun, heat, and humidity don’t just fade paint — they break it down.

A proper paint job isn’t about looks alone.
It’s about protecting your home from long-term damage.

We focus on:

- ✓ Surface preparation

- ✓ The right materials for Texas weather
- ✓ Long-lasting results

If your exterior is fading, peeling, or cracking, this matters.

CTA:

- 👉 Learn how paint protects your home
- 👉 See signs it's time to repaint
- 👉 Get clarity before damage gets worse

What NOT to Say

- “Just a fresh coat”
- “Purely aesthetic upgrade”

3. The Quote-Comparer (Value-Focused, Not Cheap)

Age: 35–60

Life stage: Professionals, planners, analytical buyers

Situation:

- Comparing 2–4 estimates
- Confused by large price differences
- Wants to make the “right” decision

Core Pain:

- Fear of overpaying or underpaying
- Doesn't know what's included

What They Need to Hear:

- “Here's why quotes vary.”
- “Here's what quality includes.”
- “Cheap usually skips prep.”

Best Content Angles:

- Why painting quotes are so different
- What low prices leave out
- How to compare estimates properly

Core Belief

“I want to make the right decision, not the cheapest one.”

Emotional Drivers

- Clarity
- Logic
- Risk reduction

Hook Angles

- “Why are painting quotes so different?”
- “Low prices usually mean something is missing.”
- “Here’s how to compare painting estimates.”

Sample Ad Copy

Headline:

Why Painting Quotes Aren’t the Same

Body:

If you’ve received multiple painting estimates, you’ve probably noticed one thing:

The prices are all over the place.

That’s because not all paint jobs include the same prep, materials, or process.

We believe homeowners deserve to understand:

- ✓ What’s included
- ✓ What affects cost
- ✓ What shortcuts look like

So you can compare quotes the right way.

CTA:

- 👉 Learn how to compare estimates
- 👉 Understand what quality includes
- 👉 Ask us questions before deciding

What NOT to Say

- “We beat any price”
- “Budget-friendly deals”

4. The Home Refresher / Remodel-Minded Owner

Age: 30–55

Life stage: Growing families, design-conscious homeowners

Situation:

- Wants to change the feel of their home
- Considering cabinet painting, interior refresh, or wallpaper removal
- Wants minimal disruption

Core Pain:

- Overwhelm
- Fear of mess and long timelines

What They Need to Hear:

- “We plan it carefully.”
- “We keep things clean.”
- “You’ll feel the difference immediately.”

Best Content Angles:

- Interior refresh transformations
- Cabinet painting before/after
- How we keep homes clean during projects

Core Belief

“I want my home to feel better without chaos.”

Emotional Drivers

- Comfort
- Cleanliness
- Organization
- Minimal disruption

Hook Angles

- “A home refresh shouldn’t turn your life upside down.”
- “Painting can change how your home feels.”
- “Clean, organized work makes all the difference.”

Sample Ad Copy

Headline:

Refresh Your Home—Not Your Stress

Body:

Interior painting, cabinets, and updates should feel exciting — not overwhelming.

We plan every project with:

- ✓ Organization
- ✓ Clean work areas
- ✓ Respect for your space
- ✓ Attention to detail

So you can enjoy the transformation without the mess.

CTA:

- 👉 See interior transformations
- 👉 Learn how we keep homes clean
- 👉 Explore refresh options

What NOT to Say

- “Rush Order”
- “Quick”

5. The Realtor-Adjacent Homeowner / Seller

Age: 35–65

Life stage: Preparing to sell or recently purchased

Situation:

- Needs fast, reliable work
- Wants maximum visual impact
- Timelines matter more than trends

Core Pain:

- Stress
- Deadlines
- Fear of delays

What They Need to Hear:

- “We show up.”
- “We communicate.”
- “We finish on time.”

Best Content Angles:

- Pre-listing paint benefits
- Quick-turn exterior refreshes
- Walkthroughs of move-ready homes

Core Belief

“I need this done right and on time.”

Emotional Drivers

- Reliability
- Speed with quality
- Communication

Hook Angles

- “First impressions sell homes.”
- “Deadlines matter when moving.”
- “Professional paint makes a difference fast.”

Sample Ad Copy

Headline:

Painting That Helps Homes Sell

Body:

Whether you’re preparing to list or just moved in, painting is one of the fastest ways to improve a home’s look.

We work with homeowners and realtors who value:

- ✓ Clear timelines
- ✓ Reliable crews
- ✓ Clean, professional results

When deadlines matter, process matters.

CTA:

- 👉 See move-ready transformations
- 👉 Learn what matters before listing
- 👉 Message us about timelines

What NOT to Say

- “We’ll squeeze you in”
- “Last-minute rush jobs”

One Important Reminder

These avatars are **not separate marketing campaigns**.

They all respond to the same core signals:

- Trust
- Process
- Cleanliness
- Professionalism
- Education

The difference is **which angle you lead with**.

HOW TO USE THIS IN PRACTICE

- **One avatar per ad set**
- Use **video-first creative** (job footage + calm explanation)
- Rotate hooks, not offers
- Optimize for:
 - follows
 - profile visits
 - DMs
- Let education do the selling

Final Rule of Thumb

If an ad makes a homeowner feel:

- calmer
- more informed
- more confident

...it's doing its job.