



Creating personas for your mortgage broking business



Contents

1. What is a “persona”?	3
1.1 Key elements of a persona	4
2. How many personas should be created	5
3. How to create personas for a mortgage broking business	6
a) Research and gather data	
b) Identify key client segments	
c) Define the persona details	
d) Test and refine the personas	
4. Example persona for a mortgage broker	8
4.1 Persona 1: First-time homebuyer, “Sarah”	
5. Examples: Applying the “Sarah” persona to social media content	9
5.1 Educational content: simplifying the mortgage process	
5.2 Addressing pain points: Fear of rejection	
5.3 Client success story: Real-life example	
5.4 FAQ Session: Understanding loan eligibility	
5.6 Promoting first-time buyer consultations	
5.7 Key takeaways for social media posts based on persona	

1.

What is a “persona”?

A persona is a semi-fictional representation of your ideal client based on data and research. It includes details about the client’s demographics, behaviour patterns, motivations, challenges, and buying decisions. For a mortgage broker, personas should reflect the different types of clients they service, such as first-time homebuyers, investors, or people refinancing. Personas allow you to tailor marketing strategies, product offerings, and communications effectively.

1.1 Key elements of a persona

- **Demographic information:** Age, income, family size, profession, location
- **Goals and challenges:** What are they trying to achieve (buy a home, save money on interest) and what obstacles do they face?
- **Buying behaviour:** How do they make decisions? Are they tech-savvy and prefer digital processes, or do they need in-person consultation?
- **Preferred communication channels:** Email, phone, in-person meetings, or online interactions?
- **Pain points:** What frustrations or fears do they have in the mortgage process (e.g., lack of knowledge, trust issues, financial anxiety)?

2.

How many personas should be created

The number of personas depends on the diversity of your client base. Generally, 3-5 personas is a good starting point to ensure each one is detailed enough without becoming overwhelming.

- Start small and refine later. Focus on the most common client types and expand as needed.
- Key considerations for mortgage brokers:
 - **First-time homebuyers**
 - **Investors** (property investors, renovators)
 - **Upgraders** (families looking to move to a bigger home)
 - **Refinancers** (people looking to refinance their current loan)
 - **Niche markets** (e.g., high-net-worth individuals, self-employed, regional buyers)

3.

How to create personas for a mortgage broking business

a) Research and gather data

To create accurate personas, the mortgage broker should gather data from various sources:

- **Client interviews and surveys:** Ask current clients why they chose your service, their goals, challenges, and how they prefer to communicate.
- **CRM and sales data:** Analyze customer data to identify trends and patterns in demographics, services used, and conversion points.
- **Broker insights:** Leverage the your own experience in the industry to identify client types you commonly serve.
- **Market research:** Utilize industry reports, competitor analysis, and online reviews to understand broader trends in the mortgage industry.

b) Identify key client segments

Once the data is gathered, divide clients into key segments based on common characteristics and needs. For example:

- **First-time homebuyers:** Likely younger, lower budget, may require more hand-holding and education throughout the process.
- **Property investors:** More financially savvy, focused on the numbers, likely repeat clients.
- **Upgraders:** Families or professionals looking for a larger home, may need advice on bridging loans or selling their current property.
- **Self-employed individuals:** Often require more tailored advice due to complex income structures.

3. How to create personas for a mortgage broking business (continued)

c) Define the persona details

For each persona, create a profile with the following sections:

1. **Persona Name and Picture:** Assign a name and a stock image or illustration to make the persona feel real.
2. **Demographic Information:**
 - o Age range
 - o Marital status
 - o Income level
 - o Occupation
 - o Family size
 - o Geographic location
3. **Goals:** What does this person want to achieve? (e.g., buying a first home, investing for retirement)
4. **Challenges:** What obstacles do they face? (e.g., saving for a deposit, understanding the lending process)
5. **Decision-making process:** How do they typically research and make decisions? (e.g., online research, word of mouth, meeting brokers in person)
6. **Pain points:** What causes anxiety, confusion, or frustration for them during the mortgage process? (e.g., complexity of mortgage products, fear of rejection)
7. **Communication preferences:** Do they prefer regular updates via email, face-to-face meetings, phone calls, or messaging apps?
8. **Marketing message:** Tailor a specific marketing message that resonates with this persona, addressing their needs, goals, and pain points.

3. How to create personas for a mortgage broking business (continued)

d) Test and refine the personas

Once the personas are created, be sure to:

- **Validate with real clients:** Use feedback from clients to refine the personas. Are they accurate and reflective of real client experiences?
- **Adjust as needed:** Personas are not static. As your business evolves, revisit and adjust the personas to ensure they still align with your current client base.

4.

Example persona for a mortgage broker

4.1 Persona 1: First-time homebuyer, “Sarah”

- **Age:** 28
- **Occupation:** Marketing Specialist
- **Income:** \$80,000/year
- **Location:** Melbourne, VIC
- **Goals:** Buy a first home within the next 12 months.
- **Challenges:** Struggling to save for a deposit, overwhelmed by the mortgage process, and uncertain about loan eligibility.
- **Decision-making:** Uses online mortgage calculators, reads articles, and seeks advice from friends and family.
- **Pain points:** Fear of rejection, lack of understanding of home loan options, and concerns about interest rates.
- **Communication preferences:** Email for regular updates and prefers in-person meetings for the initial consultation.

5.

Examples: Applying the “Sarah” persona to social media content

5.1 Educational content: simplifying the mortgage process

Platform:
Instagram/Facebook

Format:
Carousel post/video

Post copy:

🔧 Feeling overwhelmed by the mortgage process? You’re not alone, especially if you’re a first-time buyer like Sarah, 28, who is saving for her dream home 🏠 but isn’t sure where to start. Here’s how we can make it easier for you:

🔑 Step 1: Understand what you can borrow

📊 Step 2: Tailor your loan to suit your needs

💡 Step 3: Get expert advice to boost your chances of approval

Swipe through to see how we’ve helped first-time buyers like Sarah achieve their homeownership dreams faster than they expected! ➡️

Hashtags:

#FirstHomeBuyer #MortgageHelp #HomeLoansMadeSimple #FinanceTips

Call to Action:

“Need help? Book a free consultation with us today and start your journey to homeownership! Link in bio.”

5. Examples: Applying the “Sarah” persona to social media content (continued)

5.2 Addressing pain points: Fear of rejection

Platform:
LinkedIn/Facebook

Format:
Short-form video or image post

Post copy:

🎯 Worried about getting your home loan rejected?

Sarah was too. 😬 With so many loan options and criteria, it can feel daunting.

The good news? Our mortgage experts specialize in working with first-time buyers to make sure you’re putting your best foot forward. From deposit-saving tips to maximizing your borrowing power, we’ll guide you every step of the way.

No more guesswork, no more fear! 🏠💰

Hashtags:

#FirstTimeBuyer #HomeLoans #MortgageTips #NoMoreRejection

Call to Action:

“Ready to take the first step with confidence? DM us for a free initial consultation!”

5. Examples: Applying the “Sarah” persona to social media content (continued)

5.3 Client success story: Real-life example

Platform:

Facebook/Instagram

Format:

Testimonial post (image of a happy client with text overlay)

Post copy:

🎉 Success Story: From Overwhelmed to Homeowner! 🎉

Meet Sarah, a first-time buyer who was unsure if she could get a loan. 💬 “I thought buying a home was out of my reach, but [Broker’s Name] helped me every step of the way. Their expert advice made the process easy, and I’m now living in my dream home!”

Want results like Sarah? 🏠 We specialize in helping first-time buyers navigate the mortgage process with ease.

Hashtags:

#SuccessStory #FirstTimeBuyer #DreamHome #MortgageWin

Call to Action:

“Are you next? Let’s make it happen. Book your free consultation today! 🏠”


5. Examples: Applying the “Sarah” persona to social media content (continued)


5.4 FAQ Session: Understanding loan eligibility

Platform:
Instagram Stories/LinkedIn


Format:
Q&A or Polls

Post copy:

 Q: Am I eligible for a mortgage as a first-time buyer?

A: Yes! But it depends on your income, savings, and credit score. Here’s how you can find out what you can afford 

1. Check your credit score
2. Get pre-approval
3. Understand how much deposit you need

Drop us a message if you need help figuring this out! 

Hashtags:

#FirstHomeBuyer #MortgageHelp #QnA #FinanceGoals

Call to Action:

“Have more questions? Send us a DM or join our next webinar for first-time buyers!”

5. Examples: Applying the “Sarah” persona to social media content (continued)

5.5 Infographic: How to save for a deposit

Platform:
Pinterest/Instagram

Format:
Infographic

Post copy:

💡 Struggling to save for your first home deposit? Here are 5 tips Sarah used to get there faster!

1. Automate your savings
2. Cut unnecessary expenses
3. Take advantage of government grants
4. Consider a family guarantee
5. Speak with a broker for a tailored savings plan

Saving doesn't have to be hard when you've got a plan! 🏠💰

Hashtags:

#SavingForADeposit #FirstTimeBuyer #HomeLoanTips

Call to Action:

“Want a personalised savings strategy? Click the link in our bio to schedule your free chat with one of our mortgage experts!”


5. Examples: Applying the “Sarah” persona to social media content (continued)

5.6 Promoting first-time buyer consultations


Platform:
Facebook Ads/Instagram Ads

Format:
Sponsored Post with Lead Capture

Post copy:

 First-Time Homebuyer? You’re Not Alone!

Sarah, 28, had no idea where to start when it came to buying her first home. That’s why she booked a free consultation with us. We guided her through every step and now, she’s a proud homeowner!

 Let us help you make your homeownership dreams a reality.

Book a free consultation today and get expert advice tailored to your needs.

Hashtags:

#MortgageConsultation #FirstHomeJourney #NewHome #MortgageBroker

Call to Action:

“Click the link to book your FREE first-time homebuyer consultation now!”

5. Examples: Applying the “Sarah” persona to social media content (continued)

5.7 Key takeaways for social media posts based on persona:

- **Speak directly to their pain points and concerns** (e.g., fear of loan rejection, uncertainty about the mortgage process).
- **Offer solutions that position you as the expert** (e.g., deposit-saving tips, step-by-step guides).
- **Incorporate client success stories to build trust and credibility** (e.g., Sarah’s journey from overwhelmed to homeowner).
- **Use a variety of formats** (infographics, videos, stories, testimonials) to keep the content engaging and relevant to different platforms.
- **Include a clear call to action** encouraging potential clients like Sarah to engage further (e.g., free consultations, direct messaging).

By targeting specific aspects of Sarah’s persona, you can build trust, showcase expertise, and ultimately drive conversions from followers into clients.



call us
1300 65 66 37



visit our website
connective.com.au

This eBook does not necessarily reflect the opinion of Connective, nor is it intended to provide definitive advice. It is intended to provide general information only. While every care has been taken to ensure the accuracy of the information it contains, neither Connective nor its employees can be held liable for any inaccuracies, errors or omission. Copyright is reserved throughout. No part of this publication can be reproduced or reprinted without the express permission of Connective. All information is based on current laws and regulatory guidance as at publication release and Connective takes no responsibility for any factors that may change thereafter.