

Digging deeper into home maintenance service consumers

New consumer research from Vya unearths some real treasures when it comes to consumers and services for their homes. Home maintenance service companies can amplify the results of their franchisee's marketing campaigns by matching their service category to the specific buyers' segments.

General Home Maintenance Consumer Profile



- 3 people in their home, married or domestic partner
- Has pet(s)
- Just below middle age
- Middle income
- Some college completed or college degree

Home Maintenance Services



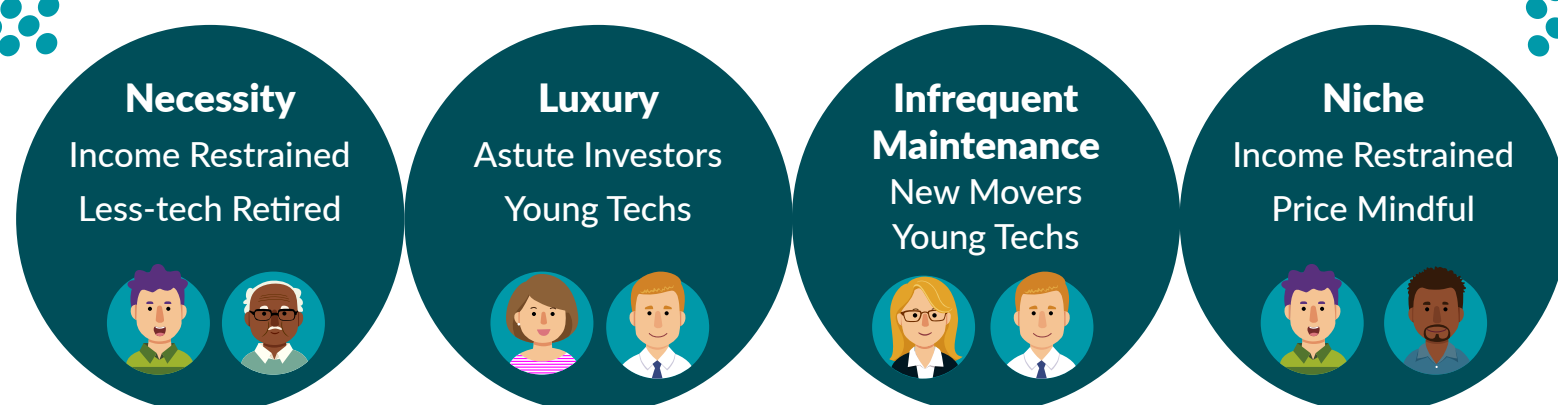
Specific Segments

- Astute Investors** - Higher income, college graduate, middle age thru retirement age
- Income Constrained** - Lower income, younger to middle age, high school / GED
- Less-tech Retired** - Retirement age, stable residence, fixed income
- New Movers** - moved within the last 2 years
- Price Mindful** - moderate income, wide age range (working age) high school to some college
- Young Techs** - young professionals, upper-mid income, college graduates

Service Categories

- Necessity**
Handyman
HVAC
Plumbing
Home maintenance services that are typically initiated on an event-triggered basis. Address issues that if left unresolved, the home may become unlivable.
- Luxury**
Window Cleaning
Exterior Home Wash
Maid Service
Carpet/
Duct Cleaning
These services are not necessary to keep the house running in tip-top shape but are "nice-to-haves" to keep the home looking very clean and well maintained from a cosmetic perspective.
- Infrequent Maintenance**
Painting
Gutter Cleaning
Junk Removal
This category blends some essential maintenance services with nice-to-have services, but in both cases are only needed once every few years.
- Niche**
Pest Removal
Lawn Care
Common services used regularly, typically on a proactive basis by a variety of different types of customers.

Campaigns results are amplified by matching specific segments to service categories.



To learn more about these segments and to see how Vya's marketing portal powered by Vya Data helps you guide franchisees in marketing to their best targets [request a demo today](#).