

ALIYAH DAVIS PROSPECTIVE HOME OWNER

BIOGRAPHY

Aliyah is an administrative assistant and a single mother of two. After a few years of inconsistent employment, she recently started a new career as an administrative assistant.

She grew up experiencing homelessness, and knows that it had a negative impact on her education. It's the last thing she wants for her children.

Now that she has a good, stable career, she wants to own a home so she can provide stability for her kids, but she can't get traditionally banked.

HOW I GET MY INFO

SOCIAL MEDIA

EMAIL

GOOGLE/SEARCH

TRADITIONAL MEDIA

OUT IN THE COMMUNITY/WORD OF MOUTH

GOALS

- Buy a home she can afford
- Provide a stable environment for her kids
- Build wealth that she can pass onto her children
- Spend less on her rent/mortgage costs

FRUSTRATIONS

- She can't get a traditional mortgage
- Doesn't know the rules of a rent-to-own contract
- She doesn't have a lot of extra money to throw around
- Wants to be protected from predatory lenders

MOTIVATIONS

PRICE

CONVENIENCE

LEGAL PROTECTION

CHILDREN'S FUTURE

"I want to own a home so I can provide a stable environment for my kids, but I don't qualify for a traditional mortgage."

AGE

18-44

RACE

AFRICAN AMERICAN

PROFESSION

ENTRY-LEVEL/ASSISTANT

EDUCATION

HIGH SCHOOL OR GED

INCOME

\$25,000/YEAR OR LESS

FAMILY STATUS

SINGLE, WITH CHILDREN

GEOGRAPHIC

CHAMPAIGN/URBANA

BLOOMINGTON-NORMAL

PEORIA