



CLIENT CARLY

DEMOGRAPHIC

- Age: 25 to 34
- Gender: Female
- Education level: High school, some advanced education
- Job Type: Assistant level (hourly)
- Income: \$30,000 per year; \$15.65 per hour

WATERING HOLES

- Social media
- Friends and family
- Religious/college organizations

INTERESTS

- Streaming services (Netflix, Hulu)
- Entrepreneurial ventures (cosmetic sales person, essential oils)
- Higher education and professional growth

MOTIVATIONS/ CONCERNS

- Motivation: Housing counseling works; friends have gone through the program and seen success
- Concerns: not sure if HC is right for her; worried about perception