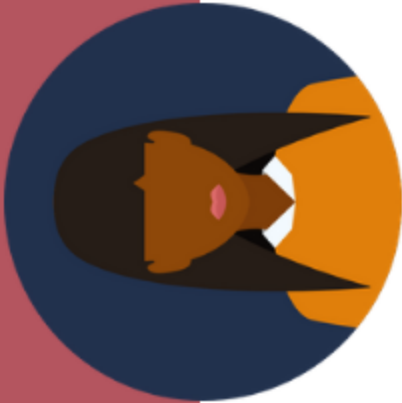




"I want to own a home so I can provide a stable environment for my kids, but I don't qualify for a traditional mortgage."

ALIYAH DAVIS PROSPECTIVE HOME OWNER

BIOGRAPHY	GOALS
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.	• 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
HOW I GET MY INFO	FRUSTRATIONS
SOCIAL MEDIA EMAIL GOOGLE/SEARCH TRADITIONAL MEDIA OUT IN THE COMMUNITY/WORD OF MOUTH	• 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

GEOGRAPHIC	MOTIVATIONS
CHAMPAIGN/URBANA BLOOMINGTON-NORMAL PEORIA	PRICE CONVENIENCE LEGAL PROTECTION CHILDREN'S FUTURE