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"A security system came with the house, but it isn't being monitored. We're really good with gadgets, so we'd like to set-up a wireless system like our neighbor's."

Demographics

- Married
- Homeowners
- 59 & 60 years old
- 200k HHI
- Suburban
- 1 child (age 24)

Behaviors

- Have several wireless home products
- Own a beach condo in Florida
- Empty nesters
- Thinking about retirement
- Vacation out of the country

Needs

- Excellent customer service
- Personalized experience
- Customized security for 8 rooms
- Monitoring for vacation home

Pain Points

- Bad customer service experiences in the past
- Upfront cost of securing large house and vacation home