



## Zoltan Szendro

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# Ideal Buyer Personas

28 Pilot Ln, Staten Island, NY 10309



### FAIR HOUSING COMPLIANCE — REVIEWED

All analysis and persona generation adhere strictly to Fair Housing guidelines, focusing on motivations, property features, and lifestyle preferences rather than protected characteristics.

## Property Summary

PRICE	BEDS	BATHS	SQ FT
<b>\$935,000</b>	<b>2</b>	<b>3</b>	<b>2365</b>
YEAR BUILT	LOT SIZE	TYPE	
<b>2009</b>	<b>1,742 sqft</b>	<b>Condo</b>	

Welcome to 28 Pilot Lane, located in the highly sought-after Tides at Charleston! This beautifully maintained home offers a bright and spacious open-concept layout with 2 full bathrooms and 1 half bath, plus a full basement providing endless possibilities for additional living space, recreation, storage, or a home gym. Enjoy added comfort with radiant heat beneath the tile flooring in the hallway, bathrooms, and kitchen, creating a warm and inviting feel throughout these spaces. One of the home's most desirable features is its tranquil rear-facing water views, creating the perfect backdrop for relaxing mornings and peaceful evenings. Enjoy a low-maintenance lifestyle with HOA services that include exterior maintenance and snow removal. Residents of The Tides at Charleston enjoy outstanding resort-style amenities, including a clubhouse, fitness center, swimming pool, tennis courts, and a pet-friendly community. Conveniently located near shopping, restaurants, parks, schools, and transportation, this move-in-ready home combines comfort, convenience, and scenic waterfront living. A rare opportunity you won't want to miss!

- Open-concept layout



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- 2 full bathrooms
- 1 half bath
- Full basement with expansion potential
- Radiant heat in tiled areas (hallway, bathrooms, kitchen)
- Tranquil rear-facing water views
- Low-maintenance HOA (exterior maintenance, snow removal)
- Resort-style amenities (clubhouse, fitness center, swimming pool, tennis courts)
- Pet-friendly community
- Attached garage
- Central Air
- Forced Air Electric Heating
- Back Yard

## Area Analysis

**The Tides at Charleston, Staten Island, NY, 10309** — The Tides at Charleston is a sought-after community in Staten Island, known for its resort-style amenities and waterfront proximity. The area offers a blend of residential comfort with convenient access to commercial hubs and natural spaces. Proximity to shopping centers, dining options, and recreational parks enhances the community's appeal.

**Schools:** Ps 6 Cpl Allan F Kivlehan School; Is 34 Tottenville; Tottenville High School. The property is situated within a school district that includes primary, middle, and high schools, providing educational options within the vicinity.

**Commute:** Conveniently located with access to local transportation routes, facilitating travel within Staten Island and to other boroughs. Proximity to main roads supports vehicular commutes.

**Safety context:** The Tides at Charleston is presented as a well-maintained community. General safety in Staten Island's residential areas is consistent with suburban environments within New York City.

**Housing stock:** The Tides at Charleston primarily features modern condo and townhome properties, often with architectural styles such as Colonial, built in the 2000s. These homes typically offer structured community living with a focus on amenities and reduced exterior maintenance.

**Market signals:** The property, built in 2009 and well-maintained, aligns with continued demand for modern, amenity-rich, and low-maintenance living options. The presence of water views and resort-style facilities adds to its competitive edge in the local market. A sale in 2010 for \$621,133 versus a current list price of \$935,000 suggests a significant appreciation in value within the community over time.

**Local amenities:** Shopping centers; Restaurants; Local parks; Clubhouse; Fitness center; Swimming pool; Tennis courts

## Price Analysis

**Price anchor:** \$935,000



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**Segment positioning:** This property is positioned at the upper end of the condo market in the Charleston area, reflecting its condition, amenities, water views, and the overall desirability of The Tides community. Its pricing is likely a premium for a turn-key, amenity-rich, and low-maintenance lifestyle.

**Comparables:** Comparable properties in The Tides at Charleston would likely include other well-maintained condos or townhomes within the same community or similar amenity-rich developments in Staten Island. The key differentiators for this specific unit would be its tranquil water views, the functional basement, and radiant floor heating, which adds perceived value over units lacking these features.

### Differentiators

- Tranquil rear-facing water views
- Full basement for flexible use (additional living, recreation, storage, gym)
- Radiant heat under tile flooring in key areas
- Open-concept layout
- Low-maintenance lifestyle facilitated by HOA services
- Access to comprehensive resort-style community amenities (clubhouse, pool, fitness, tennis)
- Pet-friendly community
- Attached garage parking

### Risks & objections

- Monthly HOA fees (\$459) may be perceived as high for some buyers, requiring careful budgeting.
- While spacious, a 2-bedroom layout might be a limitation for those seeking more dedicated bedrooms.
- The specific location within the community, while offering water views, may have varying levels of privacy or noise depending on exact orientation.
- Condo ownership may not appeal to buyers seeking larger private outdoor spaces or land ownership.

### Seller talking points

- Highlight the exceptional value of low-maintenance living with comprehensive HOA services, freeing up time for personal pursuits.
- Emphasize the unique tranquility and appeal of the private water views as a daily retreat.
- Showcase the versatility of the full basement, encouraging buyers to envision it as a customized extension of their living space.
- Stress the 'resort-style' amenities, framing them as an extension of the home's value and a significant lifestyle upgrade.
- Position the property as 'move-in ready' in a highly desirable community, minimizing immediate renovation needs and maximizing comfort.

## Ideal Buyer Profile

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### Primary motivations

- Desire for a low-maintenance property
- Seeking community amenities and lifestyle benefits
- Appreciation for scenic views and tranquility
- Interest in modern, move-in-ready homes



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- Value convenience to local services and transportation

### Functional needs

- Adequate living space with flexible options (basement)
- Dedicated parking (garage)
- Outdoor space for relaxation (backyard)
- Access to fitness and recreation facilities
- Efficient home systems (central air, radiant heat)

### Lifestyle preferences

- Enjoying community living with social opportunities
- Active lifestyle supported by amenities (pool, tennis, fitness)
- Seeking peace and quiet with waterfront exposure
- Preference for pet-friendly environments
- Desire for easy access to shopping and dining

**Financial readiness:** Typically well-qualified buyers seeking a long-term residence or a high-quality lifestyle property. Comfortable with HOA fees for included services and amenities.

### Likely financing paths

- Conventional mortgage financing
- Portfolio loans for strong buyers
- Cash buyers looking for a strategic asset or convenient living

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## Buyer Personas

### 1. The Amenity-Focused Professional

An individual or couple prioritizing a modern, low-maintenance home with exceptional on-site amenities to support a balanced, active lifestyle.

**Life stage:** Established professional, pre-retirement, or seeking an easier home life.

**Profession / industry:** Tech, Healthcare, Consulting, Finance, Education.

**Financing:** Conventional Mortgage, potentially with a strong down payment.

#### Motivations

- Desire for a turn-key property, minimizing home maintenance tasks.
- Appreciation for resort-style amenities (pool, gym, tennis) for health and recreation.
- Seeking a community atmosphere with social opportunities.
- Value convenience to transportation and essential services.
- Enjoyment of tranquil views for relaxation after work.

#### Key messaging angles

- "Your low-maintenance sanctuary with resort amenities at your doorstep."
- "Elevate your everyday: waterfront views and unparalleled community living."
- "Reclaim your weekends: exterior care and snow removal handled."

#### Recommended content angles

- Visual tours highlighting the clubhouse, pool, and fitness center.
- Testimonials from current residents on the ease of living.
- A comparison of this property's maintenance costs vs. a detached home.

#### Likely objections & responses

- The HOA fee might seem high. — "The HOA covers significant expenses like exterior maintenance, snow removal, and all these premium amenities, representing a strong value proposition compared to separate costs."
- Concerns about privacy in a community setting. — "This specific unit offers rare rear-facing water views, providing a sense of privacy and tranquility often sought in single-family homes, within a vibrant community structure."
- Two bedrooms might not offer enough dedicated workspace. — "The full basement offers versatile space ideal for a dedicated home office, gym, or additional guest quarters, expanding the functional footprint beyond the bedrooms."



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## 2. The Lifestyle Rightsizer

An individual or couple transitioning from a larger, higher-maintenance home, seeking comfort, convenience, and a vibrant community without sacrificing quality.

**Life stage:** Post-primary residence ownership, looking for a simpler living solution.

**Profession / industry:** Retired professionals, entrepreneurs with flexible schedules.

**Financing:** Cash or Conventional Mortgage, leveraging equity from a previous home sale.

### Motivations

- Reducing home maintenance burden and upkeep.
- Seeking a lock-and-leave lifestyle for travel or leisure.
- Desire for a comfortable, modern home without extensive renovation needs.
- Appreciation for established communities with strong social infrastructure and amenities.
- Interest in convenient access to shopping, dining, and recreational activities.

### Key messaging angles

- "Simplify your life: luxury living without the upkeep."
- "More time for what matters: enjoy unparalleled amenities and a move-in ready home."
- "Embrace comfort and convenience: your next chapter begins here."

### Recommended content angles

- Highlighting the 'ease of ownership' aspect with detailed HOA benefits.
- Showcasing the proximity to various leisure activities and conveniences.
- Video tour emphasizing the spaciousness of the open concept and basement potential for hobbies.

### Likely objections & responses

- Concerns about adapting to condo living after a detached home. — "This condo offers the best of both worlds: the privacy of an individual home with the benefit of shared amenities and professional maintenance. It's a significant upgrade in terms of lifestyle freedom."
- Perceived limited private outdoor space. — "The private backyard, coupled with access to expansive community grounds, tennis courts, and a pool, provides ample outdoor enjoyment without the burden of extensive personal yard work."
- Initial apprehension about HOA rules or community governance. — "The Tides at Charleston is a well-managed community designed to enhance resident experiences, ensuring consistent property values and a harmonious living environment."



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### 3. The Remote-Work Retreat Seeker

An individual or couple working remotely or with hybrid schedules, seeking a serene, functional home environment with distinct areas for work and relaxation, complemented by engaging community features.

**Life stage:** Mid-career professionals, entrepreneurs, or individuals with location-flexible employment.

**Profession / industry:** Software development, Digital Marketing, Freelance Creative, Telehealth, Academia.

**Financing:** Conventional Mortgage, potentially utilizing a VA or FHA loan depending on qualification.

#### Motivations

- Need for a dedicated, quiet workspace within the home (basement potential).
- Desire for a peaceful environment with inspiring views to aid focus and well-being.
- Value for on-site amenities (fitness center) to maintain work-life balance.
- Seeking a comfortable, modern home that requires minimal distraction from maintenance.
- Appreciation for convenient access to urban amenities when needed, balanced with suburban tranquility.

#### Key messaging angles

- "Your ultimate remote office: productive days, peaceful evenings with water views."
- "Work-life harmony: dedicated space, resort amenities, and a tranquil backdrop."
- "Seamless living for the modern professional: comfort, convenience, and connection."

#### Recommended content angles

- Visualizing the basement as a fully-equipped home office or creative studio.
- Showcasing the water views as a calming influence for breaks and after-work unwinding.
- A day-in-the-life narrative highlighting the use of amenities around a remote work schedule.

#### Likely objections & responses

- Potential for distractions from community noise. — "This unit's rear-facing water views offer exceptional tranquility, creating a natural buffer. The community design prioritizes peaceful residential zones."
- Two bedrooms might feel compact for both living and dedicated office space if basement isn't fully utilized. — "The significant full basement offers an ideal, expansive footprint for a dedicated office, gym, or media room, allowing the main levels to remain clear for living and entertaining."
- Dependence on HOA for exterior aesthetics and standards. — "The HOA actively maintains high community standards, ensuring that the entire environment reflects a premium quality, which benefits your property value and daily living experience."