

RUACH INDUSTRIES

Customer Personas

Go-to-Market segmentation reference

Source: GTM Personas (Supabase) · Generated 2026-06-03

9 personas — all approved by Brad, pending Mayra's review pass. Live and in use in the interim.

How to read this document. Idea Affinity scores each persona (0–100) against the four brand Ideas and four expression dimensions — Proof, Process, Spatial, and Human POV. The *Confidence Curve* is the buyer-journey funnel: average days per stage (Awareness → Consideration → Decision) plus the objections raised at each stage.

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01

First Home Buyers

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	25–40
Family Status	Couple, often planning or expecting first child
Location Type	Outer-suburban / regional QLD
Employment Type	Employed, dual-income common
Household Income	\$90K–\$160K AUD combined
Product Fit	NOMI, NOMI KIN
Primary Channel	Instagram → WhatsApp
Canonical Segment	first_home_buyers

EVIDENCE *Inferred segment — first home grants, affordability ceiling, entry-level product fit*

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – affordability – independence – starting_out – security 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Get out of rental cycle – Stop missing out as prices climb – Have a home before kids – Build equity in something we own
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Fixed price under \$200K turnkey – Eligible for First Home Owner Grant where applicable – Speed of delivery (months not years) – Clear finance pathway 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Can we actually afford this? – Will modular hold its value? – Is the land cost separate? – How does the bank treat modular?

EVIDENCE *Q1 spec authorisation 2026-05-26*

IDEA AFFINITY

EXPRESSION	/ 100
Proof	70
Process	60
Spatial	50
Human POV	80

CONFIDENCE CURVE

| *Not yet captured.*

02

B2B Commercial Buyers

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	35–65
Family Status	n/a (B2B)
Location Type	AU-wide, project-led
Employment Type	Developer / project manager / procurement / government
Household Income	n/a (organisational budget)
Product Fit	Fortress, Suite 3, NOMI KIN
Primary Channel	Email / LinkedIn → WhatsApp
Canonical Segment	b2b_commercial

EVIDENCE Doctrine §13 commercial buyer track — developers, project housing, government, resource sector

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – predictability – scale – compliance – margin 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Deliver workers accommodation under budget – Hit project deadlines that traditional builds cannot – Diversify into modular without supply-chain risk – Win competitive tenders with cost-certain modular
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Volume pricing tiers – Compliance certificates ready – Predictable delivery schedule – Project-level account management 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Can you deliver at volume? – What is the lead time? – Does it meet local council compliance? – What is the per-unit landed cost?

EVIDENCE Spec 2026-05-26 §2 Persona 2

IDEA AFFINITY

EXPRESSION	/ 100
Proof	90
Process	80
Spatial	70
Human POV	30

CONFIDENCE CURVE

| *Not yet captured.*

03

The Quietly-Confident Couple

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	50–65
Family Status	Partnered, adult children gone, equity-rich
Location Type	Coastal QLD / hinterland / Brisbane outer
Employment Type	Professional, planning runway to retirement
Household Income	\$150K–\$300K AUD
Product Fit	NOMI KIN, Cove, Suite 3
Primary Channel	WhatsApp / referral introduction

EVIDENCE Top 20 opportunity values cluster \$185–275K = couples with cashed-out equity

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – control – dignity – mastery – intentional_living – status_without_display 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Build the calm home we've always wanted, on our terms – Signal that we've arrived at a settled life stage – Pre-commit to a downscale before circumstances force it – Choose a home that reflects who we are now, not who we were
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Materials and finishes feel permanent and warm – Authority signals: 'Approved on first submission', 'Installed in one day' – Brand confidence — we don't want to explain our choice – Calm sales process; we resent being sold to 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Will this feel small or compromised? – What about resale value? – Can it be 'us' if it's pre-designed? – We've earned the right to specify exactly what we want

EVIDENCE Doctrine §13 'singles and couples prioritising low-maintenance living'; doctrine Value Stack ranks STATUS last but present

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	70	Proof	85
Everything is already resolved	90	Process	60
You know what happens next	80	Spatial	95
You can live sooner, with confidence	60	Human POV	80

READ *IDEA 2 ('everything is already resolved')* matches their desire for mastery without effort. *SPATIAL* expressions critical — they buy on how it feels. *PROOF* matters because they've earned the right to skepticism. *PROCESS* least because they don't want to feel like they're being walked through it.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
30 avg. days	60 avg. days	45 avg. days

Objections by stage

<ul style="list-style-type: none"> – Is this aspirational enough? – Will my friends think it's odd? 	<ul style="list-style-type: none"> – Show me the actual finishes – Walk me through the customisation options – How is this different from a project home? 	<ul style="list-style-type: none"> – Final price guarantee in writing – Reference homes I can visit – What happens if our needs change in 5 years?
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EVIDENCE *Longer consideration cycle than persona 1 — equity-rich buyers are skeptical of value claims and need to see + touch*

04

The Caregiving Family

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	Primary buyer 35–55, dependent 70+ or adult child 20–30
Family Status	Multi-generational household; existing block with room for second dwelling
Location Type	Outer Brisbane / coastal QLD with land already owned
Employment Type	Professional or trade, working full-time
Household Income	\$120K–\$250K combined
Product Fit	Studio, NOMI, Cove
Primary Channel	Messenger → WhatsApp

EVIDENCE Messenger-source contacts with product mentions like 'granny flat', 'second dwelling', 'for mum'

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – safety – responsibility – family_continuity – dignity_for_dependent – low_disruption 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Bring an aging parent close without forcing them into care – Give an adult child independence while keeping them home – Solve a family situation without years of construction stress – Make the dependent feel honoured, not parked
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Compliance handled (granny flat regs vary by council) – Speed — the situation is often time-pressured – Quality and warmth of finishes (this is for someone they love) – Reassurance that the dependent will feel proud, not stigmatised 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Will Mum feel like she's been put in a shed? – Council fights for secondary dwellings are exhausting – What if our family situation changes in 2 years? – Cost vs renovating the main house

EVIDENCE Doctrine §13 'families supporting parents or adult children'; doctrine §15 Law 6 'Ruach values calm over choice'

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	85	Proof	70
Everything is already resolved	90	Process	80
You know what happens next	80	Spatial	80
You can live sooner, with confidence	70	Human POV	95

READ *HUMAN_POV* is critical — they need to see another caregiving family arriving at the same answer. *IDEA 2* (everything resolved) matters because council/compliance fights are their biggest fear. *IDEA 1* because they're already managing too many things.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
10 avg. days	30 avg. days	21 avg. days

Objections by stage

<ul style="list-style-type: none"> – Is this for retirement villages or actually a private dwelling? – Will it look like a portable office? 	<ul style="list-style-type: none"> – Council approval timeline on my specific block – Inclusions that suit an elderly parent (grab rails, slip surfaces, easy entry) – Privacy from the main house 	<ul style="list-style-type: none"> – Can installation happen while we're at work? – Mum needs to see it before we commit
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EVIDENCE *Caregiving decisions are often time-pressured — cycle compresses when the trigger event (parent's fall, child's eviction) has already occurred*

05

The Decision-Fatigued Downsizer

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	55–72
Family Status	Empty-nester, partnered or recently single
Location Type	Regional QLD / outer-suburban
Employment Type	Retired or semi-retired
Household Income	\$80K–\$150K AUD
Product Fit	NOMI, NOMI KIN, Cove
Primary Channel	Messenger → WhatsApp

EVIDENCE Messenger source 32% of last-90d contacts; QLD-dominant geography

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – peace_of_mind – freedom – dignity – autonomy – calm 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Reduce cognitive load of running a large family home – Get my time back from maintenance and admin – Avoid making 200 individual decisions about a build – Find a home that feels settled, not aspirational
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Fixed scope, fixed price, no surprises – Someone else makes the small choices for me – Proven track record (model used across X projects) – WhatsApp-first communication, not portals or forms 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – I don't want another project – I've been burned by builders before – Modular sounds cheap or temporary – What if I commit and they disappear?

EVIDENCE Doctrine §13 Independent Living Seeker mindset; doctrine §15 Law 4 'Ruach simplifies before it optimises'

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	95	Proof	60
Everything is already resolved	80	Process	75
You know what happens next	70	Spatial	70
You can live sooner, with confidence	55	Human POV	90

READ IDEA 1 ('a home that asks less of you') maps directly to their primary motivation. HUMAN_POV expressions resonate because they need to see someone like them at ease. SPATIAL works second because they want to feel the calm. PROOF less important — they trust feeling over data.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
14 avg. days	45 avg. days	30 avg. days

Objections by stage

<ul style="list-style-type: none"> – Is this another flashy thing? – Will it suit someone my age? 	<ul style="list-style-type: none"> – What's the catch on fixed price? – How does the warranty actually work? – Can I visit a real home? 	<ul style="list-style-type: none"> – I want to slow down and think – Let me run it past my kids / financial advisor
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EVIDENCE Doctrine Stage progression (Doc 4 Stages 1-8); 'pre-retirees planning ahead 50-65' segment from §13

06

The Builder-Burned Cynic

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	40–65
Family Status	Varied; often partnered, partner is co-decider
Location Type	QLD; often regional or outer-suburban with land
Employment Type	Professional, trade, or business owner
Household Income	\$100K–\$250K AUD
Product Fit	NOMI KIN, Cove, Suite 3, Fortress
Primary Channel	Referral → WhatsApp

EVIDENCE Referral-source contacts (15 in last 90d) frequently have prior bad-build context inferred from manual notes patterns

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – control – evidence – accountability – trust_built_slowly – respect 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Never go through a bad build experience again – Find a builder who treats me as a partner, not a mark – Get a fixed-price commitment that actually holds – Protect my family from another contractor disaster
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – PROOF — model used across 14 projects (concrete count) – Talk to existing customers (and let them speak freely) – Contract review by their lawyer with no objection from Ruach – Sales process that feels like consultation, not closing 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Every builder said 'fixed price' last time too – How do I know Ruach is different? – What's the actual contract look like — variations, escalations, exclusions? – I'm not falling for marketing again

EVIDENCE Doctrine §15 Law 8 'Ruach speaks like a guide, not a salesperson'; doctrine §15 Law 7 'Ruach proves certainty instead of promising it'

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	60	Proof	100
Everything is already resolved	85	Process	90
You know what happens next	95	Spatial	50
You can live sooner, with confidence	70	Human POV	75

READ IDEA 3 ('you know what happens next') is the only one that punches through their cynicism — predictability is the antidote to past trauma. **PROOF** expressions at 100 — they need to verify everything. **PROCESS** strong because they want to see the steps clearly. **SPATIAL** lowest because they're not buying a feeling, they're buying an outcome.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
14 avg. days	75 avg. days	30 avg. days

Objections by stage

<ul style="list-style-type: none"> – Another modular pitch? – Where's the catch? 	<ul style="list-style-type: none"> – Show me 5 customers I can call directly – Walk me through your contract clause by clause – What's your variations rate? Average overrun? Latest dispute? 	<ul style="list-style-type: none"> – My solicitor will review – I want a 14-day cooling off in writing
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EVIDENCE Long consideration phase — they need time to verify everything. Once they commit, they're the most loyal customer; high NPS post-sale.

07

The Sceptical Researcher

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	30–65
Family Status	Varied; usually partnered, both parties want to research
Location Type	Anywhere QLD; online-first research
Employment Type	Professional, analytical role, possibly tech / finance / engineering
Household Income	\$100K–\$200K AUD
Product Fit	NOMI KIN, Suite 3, Suite 4, Fortress
Primary Channel	Organic web → Email → eventually WhatsApp

EVIDENCE Long nurture cycle contacts (lead_score climbing slowly across multiple touchpoints); 'manual' + organic source patterns

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – evidence – thoroughness – value_per_dollar – independence – informed_decision 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Make the optimal home decision after exhaustive research – Understand every spec, every inclusion, every comparison – Avoid post-decision regret by being thorough upfront – Find the actual value among the marketing noise
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Detailed inclusions document available without sales pressure – Engineering / compliance / energy data sheets – Comparison tables (with honest weaknesses, not just strengths) – Long, low-pressure nurture cadence — they hate being chased 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – How does Ruach compare to [competitor X] line by line? – What's actually in the price vs add-ons? – Show me the engineering specs, not the lifestyle imagery – Why is this the right choice when the alternatives look similar?

EVIDENCE Doctrine §15 Law 8 'speaks like a guide' resonates strongly; this persona converts on PROCESS expressions after 90+ days

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	55	Proof	95
Everything is already resolved	80	Process	100
You know what happens next	90	Spatial	60
You can live sooner, with confidence	65	Human POV	50

READ *PROCESS* at 100 — this persona converts on the 'show me the steps' content (process diagrams, inclusions tables, timeline walkthroughs). *PROOF* strong because they verify. *IDEA 3* dominant — predictability appeals. *HUMAN_POV* low because they don't trust lifestyle imagery.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
30 avg. days	120 avg. days	45 avg. days

Objections by stage

<ul style="list-style-type: none"> – I'll come back when I've finished my research – Don't push me 	<ul style="list-style-type: none"> – Send me the full spec sheet – What's the comparison with [competitor]? – Engineering reports for the panels 	<ul style="list-style-type: none"> – Re-verify pricing with no add-ons – Get the contract reviewed – Final research pass before signing
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EVIDENCE *Longest consideration cycle of any persona; very high LTV once converted because they advocate strongly to other researchers*

08

The Regional Mover

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	35–60
Family Status	Young family or pre-family couple seeking lifestyle change
Location Type	Moving FROM Sydney / Melbourne / Brisbane CBD TO coastal QLD or hinterland
Employment Type	Remote-first professional, hybrid, or career-change
Household Income	\$90K–\$180K AUD
Product Fit	NOMI KIN, Cove, Suite 3
Primary Channel	Meta Ad → Messenger → WhatsApp

EVIDENCE Marketplace / Meta-ad source clusters; doctrine §13 'regional and lifestyle movers'

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – freedom – lifestyle_quality – intentional_pace – outdoor_living – community 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Escape urban grind for a calmer life – Buy land in a place we love and put a home on it fast – Not waste 2 years on a custom build that drags – Get to coastal / regional living before kids start school
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Speed — 42-day delivery removes 18-month build anxiety – Compliance handled for the destination region (NCC + local overlays) – Move-in date is a lifestyle decision, not a construction decision – Quality of finishes matches the lifestyle they're buying 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Will a pre-designed home suit a unique block (sloping, treed, coastal exposure)? – What about cyclone / bushfire compliance in regional QLD? – Resale in a thin regional market – Local trades vs Ruach's installation crew

EVIDENCE Doctrine §13 explicit segment; brand promise §13 'A Ruach home makes life simpler, calmer, and more comfortable — without the stress of building'

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	75	Proof	70
Everything is already resolved	80	Process	75
You know what happens next	85	Spatial	90
You can live sooner, with confidence	90	Human POV	85

READ IDEA 4 ('you can live sooner') is the dominant emotional driver — they're impatient to start the new life. SPATIAL high because the move is about a feeling of place. HUMAN_POV because they want to see other movers settling in.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
21 avg. days	45 avg. days	28 avg. days

Objections by stage

<ul style="list-style-type: none"> – Can this work on my specific block I'm about to buy? – Is regional QLD ready for modular? 	<ul style="list-style-type: none"> – Site visit feasibility from interstate – Local council pre-approval – Compliance overlays for my region 	<ul style="list-style-type: none"> – Lock in delivery date around our settlement – What if our block purchase falls through?
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EVIDENCE Regional movers are often coordinating two moves (city sale + regional purchase) — cycle is moderate length but high-anxiety

09

The Pragmatic Investor

APPROVED — BRAD

PENDING — MAYRA

DEMOGRAPHIC PROFILE

Age Range	40–65
Family Status	Varied; family wealth strategy rather than primary residence
Location Type	QLD-based, often regional / coastal property portfolio
Employment Type	Small business owner or property investor
Household Income	\$200K+ AUD (often via business income)
Product Fit	Oasis S, NOMI, Cove (multi-pack)
Primary Channel	Manual / direct outreach / referral

EVIDENCE Oasis caravan-park deal cluster (\$185K × 5+ titles in opportunities) is B2B-adjacent residential investment pattern

PSYCHOGRAPHIC PROFILE

<p>CORE VALUES</p> <ul style="list-style-type: none"> – control – predictability – low_friction – asset_quality – scalability 	<p>PRIMARY MOTIVATIONS</p> <ul style="list-style-type: none"> – Build a rental-grade dwelling that delivers on schedule – Standardise across multiple sites (caravan parks, lifestyle blocks) – Hand off operational decisions; keep capital decisions – Avoid construction-management overhead entirely
<p>DECISION DRIVERS</p> <ul style="list-style-type: none"> – Fixed delivery date and price across multiple units – Compliance is Ruach's problem, not mine – Volume pricing transparency – Single point of contact for portfolio deployment 	<p>KEY OBJECTIONS</p> <ul style="list-style-type: none"> – Will this satisfy local council on a non-residential lot? – What's the actual delivered cost per unit at scale of 5–20 units? – Can I customise inclusions per site? – Warranty / serviceability for tenants who'll thrash it

EVIDENCE Doctrine §13 'pragmatic residential investors seeking low-friction assets'; doctrine §15 Law 1 'Ruach absorbs risk — never transfers it'

IDEA AFFINITY

BRAND IDEA	/ 100	EXPRESSION	/ 100
A home that asks less of you	60	Proof	95
Everything is already resolved	95	Process	90
You know what happens next	90	Spatial	40
You can live sooner, with confidence	45	Human POV	30

READ IDEA 2 + IDEA 3 dominate (resolution + predictability). PROOF and PROCESS expressions are everything — they don't care about feelings, they care about delivered outcomes. SPATIAL and HUMAN_POV are low because tenants live in the homes, not them.

CONFIDENCE CURVE

AWARENESS	CONSIDERATION	DECISION
7 avg. days	21 avg. days	14 avg. days

Objections by stage

<ul style="list-style-type: none"> – Show me delivered cost and timeline first – Skip the lifestyle pitch 	<ul style="list-style-type: none"> – Volume pricing for 5+ units – Site-services breakdown – Council pre-approval status by jurisdiction 	<ul style="list-style-type: none"> – Lock in delivery dates with penalty clauses – Standardised inclusions for portfolio standardisation
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EVIDENCE B2B-adjacent buyers move faster than retail; opportunity records show shorter cycle for Oasis-cluster deals