

Your Ideal Customer?

Customer Types :

A list of different types of customers you might come across as a tradesperson-

Choose who you would want to work with, and aim your marketing at them.



Residential Customers

(Payment on completion - materials can be fronted by you or them.)

- ✓ Homeowner – Cares about their property, usually long-term thinking.
- ✓ Landlord – Wants cost-effective, durable solutions; values speed and legal compliance.
- ✓ Tenant (via landlord) – Often not the one paying, but still has opinions!
- ✓ First-Time Buyer – Excited, slightly clueless, often needs guidance.
- ✓ Retired Resident – Values politeness, reliability, and cleanliness.
- ✓ DIY Enthusiast – May want help “finishing” a project that got out of hand.



Property Professionals

(Payment in 30-60 days - you front materials)

- ✓ Managing Agent – Organised, often juggling multiple properties; wants good communication.
- ✓ Estate Agent – Usually wants a quick fix to help sell/rent a place. Deadline-driven.
- ✓ Lettings Agent – Focuses on functionality, speed, and cost to get tenants in fast.
- ✓ Property Developer – Budget-focused but usually understands trade value.
- ✓ Housing Association – Bureaucratic but can lead to repeat work.

Commercial Clients

(Longer Payment terms)

- ✓ Shops & Retail Units – Often need work done out of hours to avoid disruption.
- ✓ Restaurants & Cafés – Time-sensitive; often need kitchen/gas/electrical work urgently.
- ✓ Offices – Need to meet H&S standards and minimise staff disruption.
- ✓ Warehouses & Industrial – Focus on safety, efficiency, and compliance.
- ✓ Schools or Nurseries – Must be DBS-checked and work to tight schedules (e.g. holidays).
- ✓ Care Homes – Respect, sensitivity, and cleanliness essential.



Other Client Types

- ✓ Insurance Work Clients – Expect you to deal with the insurer; paperwork-heavy.
- ✓ Architect/Designer Referral – Often high-end, with a focus on precision and aesthetics.
- ✓ Friend of a Friend – Casual intro, but still expects 5-star results.
- ✓ Facebook Group Lead – Found you in a local group. Budget varies, trust is key.
- ✓ Neighbour of Previous Customer – Great if you impressed next door!