



ALEX

Escape the Grind. Find Your Balance.

Join a community where neighbors know your name, connections are authentic, and work-life balance isn't just a buzzword — it's the norm.

24 YEARS
OLD

NURSE

SINGLE

\$57K - \$65K

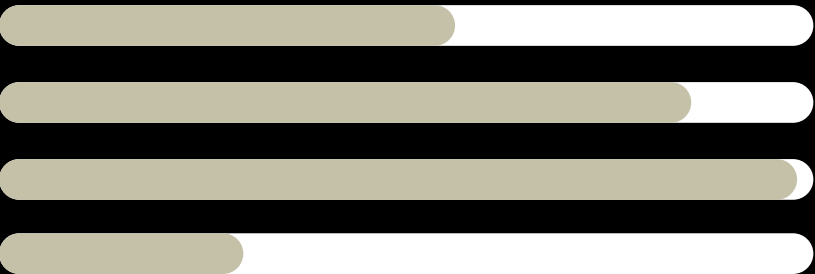
Alex has just graduated from university and is stepping into the workforce with excitement and determination about his future. Currently living in Toronto, Ontario, he's renting an overpriced apartment with three roommates. While the city has been great for gaining experience and building connections, the constant hustle, high cost of living, and fast-paced lifestyle are starting to wear him down. Alex is looking for a change — somewhere with a slower pace, better work-life balance, more affordable living, and a sense of community. He's exploring career opportunities in smaller cities that still offer growth without the pressure and chaos of big-city life.

GOALS

- advance in career
- get married and have a family
- buy a house in the next 5 years
- live a balanced lifestyle

MOTIVATIONS

- salary
- low cost of living
- work/life balance
- social status



FRUSTRATIONS

- long commutes to work
- no time for activities afterwork
- high cost of living in big city
- not feeling connected to nature

PERSONALITY

- outgoing
- high energy
- independent
- resourceful
- active

INTERESTS

- social media
- out door activities
- going out with friends on the weekend
- playing the guitar
- family time



CARLY

Get Your Time Back —
Without Giving Up What
You Love

Keep the amenities, ditch
the chaos. Build a life
where dreams, family, and
professional freedom
actually coexist.

35 YEARS
OLD

MARKETING
PRO

MARRIED

\$80K - \$130K

Carly lives in the GTA with her husband, both juggling demanding careers that leave them with little time for each other. As they think about starting a family, Carly is craving a lifestyle shift — one that offers more balance without sacrificing the conveniences and amenities they’re used to. She’s looking for a community that still feels connected, vibrant, and full of opportunity, but with a slower, more intentional pace. Carly is also ready to step away from the 9-to-5 grind. She’s dreaming of starting her own business, having more control over her time, and building something meaningful for her future family — all while maintaining a high quality of life.

GOALS

- start a family
- start a consulting company
- own a house
- have more time for family & friends

MOTIVATIONS

- safety
- cost of living
- work life balance
- urban amenities

FRUSTRATIONS

- long, crowded commute
- no time for family & friends
- high house costs
- long hours at work

PERSONALITY

- loyal
- creative
- independent
- strong minded
- positive
- energetic

INTERESTS

- hitting the gym
- spa days with friends
- spending time with loved ones & family
- travelling
- reading