

# You have a Bull-Owl personality



Hillary Clinton is a good example of a Bull/Owl. The Bull/Owl personality is usually highly assertive and non-emotional. Typically, they are bottom-line people who like to get to the point right away, but will sometimes take the time to study the details when they realize it's in their best interest. They are confident risk-takers who make up their minds quickly. As home buyers, they'll focus on the functional and practical highlights of the home. Bull/Owls, as well as all Bull personalities, will often be attracted to the most impressive home available. They will often like the home that is at or near the beginning of the street so that everyone who lives on the street has to drive by and see their home. This is one manifestation of the Bull's desire to express "look what I have that you don't." Once they find a home that meets their basic requirements, they'll pay attention to other features such as energy-efficiency, security, and location. They'll typically direct the flow of the negotiation to fit their needs. They often know what they want and prefer to conclude the deal quickly and painlessly. They're interested more in functionality, resale value, and status in a home than warmth or charm, and they make their decisions based on how well a home meets their requirements rather than any aesthetic factors. When buying, Bulls want to be sure that no one has gotten a better "deal" on whatever they purchase.

## Features and amenities that Bull/Owl personalities want in their new homes

### Design

#### *Outside*

1. Elevation: Makes a statement from the outside. Designates power, prestige, and strength. This can be accomplished by material, size and design. Divider walls may be preferred outside, but not total isolation. Columns are acceptable, front porches that are powerful and functional.
2. Landscaping: More mature trees and landscaping, with some colorful variety. Should be practical and low maintenance.

#### *Inside*

1. Front door: Front doors are large, impressive and solid wood; strong and safe. If glass, etched glass or lead glass, not see through.
2. Entryway: Impressive and indicative of good design and high quality throughout the home. Standing right by the door one should have the feeling of power and statement right away, with an additional element of sophistication. Entryway can be large, but not excessively so. Expensive hardwood or marble floors that are durable and low-maintenance are preferred.
3. Ceilings: High volume flat or vaulted ceilings throughout whenever possible. Coffered and tray ceilings in dining room and owner's retreat bedroom. The Owl part of this personality would be happy with 9-foot ceilings instead of vaulted ceilings for the energy-efficiency factor.
4. Walls: Some compartmentalization with walls, lots of angles, separation for the more private areas of the house. Rounded walls score high points with Bulls, while for the Owl partial walls that act as dividers and show separation of space are good, because they allow one to know what is going on in other rooms (practical).
5. Kitchen: Can be partially open to the family room; a separate pantry room. For the Owl, the kitchen might be the most important room. Partial compartmentalization between kitchen and family room, but not completely open. Very practical kitchen with more than enough counter, cabinet, and closet space. Practical and efficient eat-in area. Area does not have to be too large, but a size that is considered practical.
6. Living Room: Should be large, impressive and partially compartmentalized. Owls tend to prefer formal living rooms that are reserved for company and always kept looking neat and organized.

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7. Master Bedroom: Impressive, but not too large, as the Owl sees that as wasted space. Stepping up to get to bed is highly encouraged. Separate his and hers closets with built-ins. Sitting area for possible use as a private media or exercise room.
8. Master Bathroom: Separate sinks. Separate tub and shower. Large tub on a step-up platform. Practical and well lit with make-up mirror wall. Perhaps a separate toilet area with a door.
9. Wet Bar: Appropriate for entertaining business associates, but otherwise not seen as essential.

## Merchandising

### *Colors*

- Darker Wood: Medium to dark wood on trim, cabinets, rails and floors. (Bulls show a dislike for painted cabinets.)
- Heavy Power Colors: Dark earth tones like black, dark brown, dark blue and dark hunter's green, in moderation, as Owls favor earth tones, light gray, beige, or off-white. A compromise between the darker tones and the lighter neutral tones.

### *Floor Covering*

- Throughout the home: Tile, dark oak, or marble in expensive homes.
- Hallway: Marble or other high power flooring, no throw rugs.
- Carpet: Beige, dark earth tones and sometimes dark hunter-green. Owls favor same color carpet throughout the home, more neutral in tone.

### *Wall Covering*

- Wallpaper: Should be bold, not tiny pattern. No floral. Plain wallpaper or no wallpaper at all is very acceptable. Wallpaper that doesn't look like wallpaper is very acceptable.
- Paneling: When used, should only be very expensive and of the finest materials. Should be dark and rich looking.

### *Furniture*

- Den: Should have a large power desk and a large chair. Also a couch and comfortable chairs with a large screen TV and stereo system. This room should be large enough to equip all of these things.
- Master Suite: Should have a large, strong looking king-size bed. The sitting area should be inviting and comfortable, yet practical and efficient.

### *Kitchen*

- Countertops: Granite or granite-look, durable and maintenance-free.
- Appliances: Impressive, of a good quality (name brand), high-tech and energy-efficient.

### *Other Features*

- Marble or hardwood entry or something that will indicate power and status.
- Immediate reaction should not be one of warmth but one of status and efficiency.
- Kitchen/dining room combination should be next to one another, and can be partially open.
- Eat-in area in the kitchen can have low walls or breakfast bar to show separation.
- Kitchen should be very powerful (not cozy nooks).
- Kitchen and bathroom fixtures should be unique yet practical and powerful.