



Vincent Flanders

45 • Accountant • First time investor

- 45-year-old male
- Accountant
- Married with 3 children

Motivations

Learn about investing ★ ★ ★ ★ ★

Subscribe to a newsletter ★ ★ ★ ★

Standards compliance ★ ★ ★ ★ ★

Goals

- Easily find info
- Easy to navigate
- Safe and secure

Pain Points

Although he knows that Warren Buffett's site is reputable, he's having second thoughts based on the unprofessional appearance of the site. He would be much more comfortable following and taking Warren's recommendations if the site was more professional and polished.

Frequently Used Sites and Apps

GEICO  **BORSHEIMS**
BERKSHIRE HATHAWAY INC.



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I'm new to the value investing game, thanks to my brother-in-law recently introducing me to this brave new world.

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Bio

Vincent wants to try his hand at value investing, having been introduced to the concept by his brother-in-law, and following up by watching several YouTube videos on the subject. He followed a YouTube link to Warren Buffett's Berkshire Hathaway website.