



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I HAVE ALWAYS ENVISIONED A HOME THAT'S THE EPITOME OF COMFORT AND LUXURY

MY DREAM HOME IS NESTLED IN A PICTUREQUE COUNTRYSIDE, LUSH GREEN

LARGE FLOOR-TO-CEILING WINDOWS BRING THE OUTSIDE IN

ALLOWING ME TO BASK IN THE BEAUTY OF NATURE FROM THE COMFORT OF MY HOME

DESIGN CONTROL, BUDGET MANAGEMENT, PERMITTING AND REGULATION

SAFETY AND COMPLIANCE PAYMENT AND INVOICING

MY DREAM HOME HAS A DEDICATED HOME OFFICE WITH PANORAMIC VIEWS, AND THE BEDROOMS ARE HAVES OF RELAXATION



POST-COMPLETION SUPPORT, FINAL INSPECTION AND WALK THROUGH, TIMELY COMPLETION, CLEAR COMMUNICATION

GIVING UPDATES ON THE PROGRESS OF THE PROJECT

I HAVE THE FREEDOM TO CUSTOMIZE EVERY ASPECT TO SUIT OUR PREFERENCES AND NEEDS

PROVIDE CLEAR INTERROGATION

PROVIDE TO ADHERE TO THE BUDGET DECIDED BY CUSTOMER

I CAN CHOOSE THEIR LAYOUT, MATERIAL, COLORS FINISHES THAT ALIGN WITH YOUR VISION OF A DREAM HOME

I WANT ENSURE THAT THE CONSTRUCTION MEETS YOUR QUALITY STANDARDS AND SPECIFICATION



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?