



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?

ANALYSING
THE HOME
PROCESS

HOME
BUYERS

POLICY
MAKERS

HOME
BUILDERS

RISING
HOME
PRICES

OVER
VIEW

MARKET
SIZE

GROWTH
INVESTMENTS



Persona's name
Short summary of
the persona

REAL
ESTATE
MARKET
ANALYSIS

STUDYING
THE
DEMAND

STUDYING
OF THE
OFFER

REPORTING
THE
RESULTS

FEELNG
IN
HOUSE

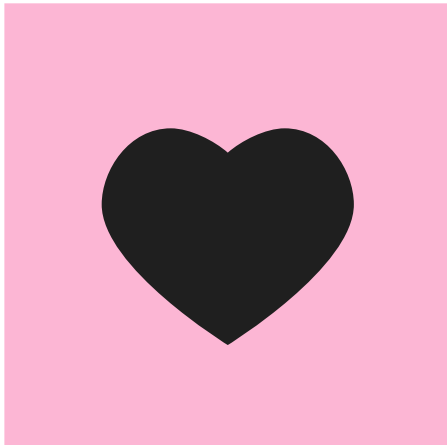
GOOD
EMOTION
OF THE
HOME

GENEROUS
SLUG OF
SECURTY
AND
COMFORT

HEALTHY
DOLLOP OF
THE
PRIVACY



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?

[See an example](#)