

## Says



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

I want to find house that fits my budget and lifestyle.

Are there any good deals or discounts available in the market?

What neighborhoods are considered safe and convenient for commuting?

## Thinks



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

What are the current market trends, and will the prices continue to rise?

Can I secure a mortgage with favorable interest rates and terms?

Should I prioritize a larger house or a more central location?



Researches online listings and real estate platforms regularly

Anxious about making such a significant financial decision.

Consults with mortgage brokers or financial advisors to understand financing options.

Visits open houses and schedules property viewings

Excited about the prospect of owning a new home but also cautious.

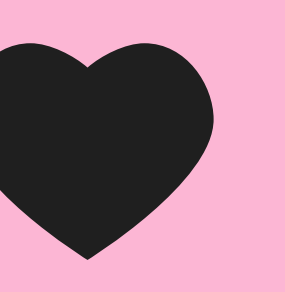
Overwhelmed by the abundance of options and information in the market

## 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?