

## 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?



Middle class family are suffering to buy a home

Housing prices are skyrocketing

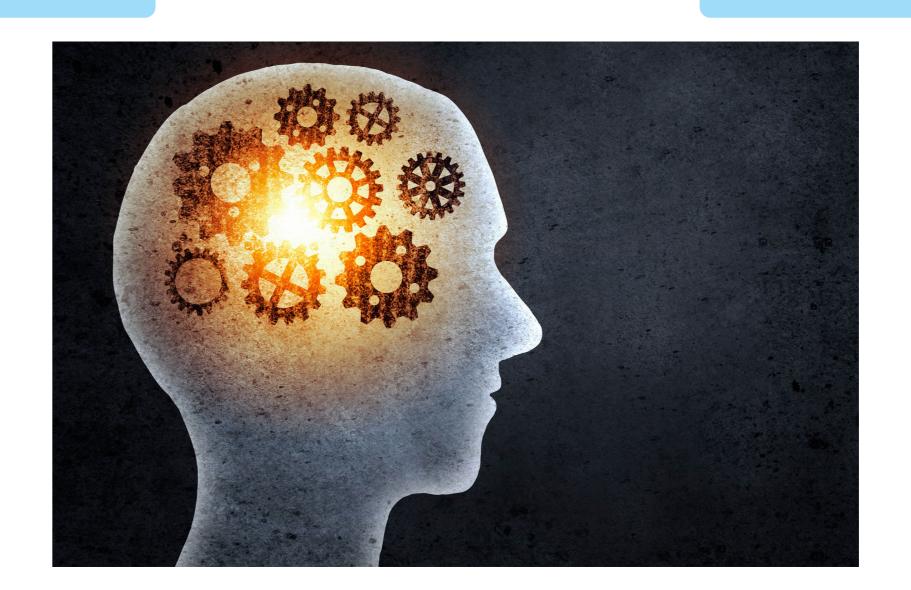


Average
houseing prices
in cities are
6600-6900 per
sq.feet

The real estate prices in india are driven by builders and not by buyers

People consider housing as long term investment

Investors
anticipate future
price appreciation
in metropolitan
areas



Buyers weigh the pros and cons of renting versus buying

Residents worry about the impact of housing prices on their quality of life

ANALYSING
HOUSING
PRICES IN
METROPOLITAN
AREAS OF INDIA

Attending property exihibitions

considering

alternative

housing

options



Researching housing market trends

Residents
experience pride
in owning a home
in a metropolitan
area



Home Staging Secrets for a Quick and Easy Sell TORITOTH

Buyers feel
excited when they
find a suitable
property within
budget

saving
money for
a down
payment

Low-income
families may feel
discouraged due
to limited
affordable
housing options

Investors feel
optimistic about
the potential
returns on real
estate
investsments



Does

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



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

