



GOALS AND MOTIVATIONS

SARAH'S HUSBAND. GOAL TO FIND A REALTOR IN THE DALLAS - FORT WORTH AREA TO PURCHASE A HOUSE.

MARDUK IS ALSO A SCHOOL TEACHER WHO SPECIALIZES IN CONTEMPORARY LITERATURE, AND WOULD LIKE TO LIVE IN A NEIGHBORHOOD WITH A BOOK CLUB AND SEVERAL AUTHORS.

CHALLENGES AND OBSTACLES

HAS A HARD TIME MAKING UP HIS MIND

USUALLY DISAGREES WITH SARAH FOR NO PARTICULAR REASON

CHANGES HIS MIND EVERY FEW SECONDS

LIKE TO LIVE NEAR RESTAURANTS, BUT CAN'T STAND TRAFFIC, OR LOTS OF NOISE

DISLIKES COMMUTING VERY FAR

CHAMPAGNE TASTES ON SOMETHING LESS THAN A BEER BUDGET

QUOTATION

"PENCILS DOWN"

NAME

MARDUK VASHIRA

AGE

35

GENDER

NOT SPECIFIED

LOCATION

ARLINGTON, TEXAS

OCCUPATION

EDUCATION

JOB TITLE

SCHOOL TEACHER

HIGHEST LEVEL OF EDUCATION

BACHELOR'S DEGREE

ANNUAL INCOME

55,000 USD / YR

SALES OBJECTIONS

"IT'S TOO EXPENSIVE"

"WE DON'T HAVE THAT KIND OF MONEY"

"THE AREA ISN'T VERY CLOSE TO MY FAVORITE RESTAURANT"

"THIS NEIGHBORHOOD REQUIRES A LONGER COMMUTE THAN I WANT"

"THE GRASS IS GREENER IN ANOTHER NEIGHBORHOOD"

SOURCES OF INFORMATION

BOOKS

HOME BUYING FOR DUMMIES (2023)

BLOGS

[HTTPS://HOMEBUYING.REALTOR/CONTENT/HOMEBUYERS-BLOG](https://homebuying.realtor/content/homebuyers-blog)

CONFERENCES

VIA *EVENTBRITE*

EXPERTS

MICHAEL WYETZNER

MAGAZINES

ARCHITECTURAL DIGEST

WEBSITES

[YOUTUBE.COM](https://www.youtube.com/) / [REALTOR.COM](https://www.realtor.com/)