



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?

Real estate is a form of real property.

Real estate encompasses the land plus any permanent man-made additions such as houses and other building.

It differs from personal property.

It is low capital appreciation.

Real estate is not taxed-advantaged.

It is subject to market risk.

Homes realty

Real estate is considered real property that includes land and anything permanently attached to it or build on it.

Investing in real estate includes purchasing a home,rental property or land.

Indirect investment in real estate can be made via REIT's or through pooled real estate investment.

May require active management and expertise.

Requires big initial capital outlay.

Diversifies portfolio.



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?