



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?

"I needs a mortgage that fits my budget."


"I want a house that meets my family's needs."

"I'm looking for a neighborhood with good schools."

"I hope I can find a house that feels like home."

"Buying a home is a big financial decisions."

Complete the exterior with siding,roofing, windows, and doors.



Housebuyer

Short summary of the persona

Search online, visit open houses, get pre-approved for a mortgage.

Reaches out to real estate agents for assistances.

Attends open houses and tours homes.

Anxious about the home-buying process.

Excited about the prospect of finding their dream home.

Frustrated by the complexity of real estate transactions.



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?