

Says

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

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litan cities,
r lack of
e information
t financing can
u off from
nities.

Conduct a survey of
Available properties
and check for security
Arrangements in the
area and avail Home
insurance.

Check for surrounding
infrastructure and
transport facilities and be
aware of the hidden costs
mentioned in the
documents.

Analyze the future
prospects of the
area, Especially if
you are buying
Property for Long-
term Investment.

known well
Urban Areas
ence a High
of Development,
g to a constant
se in property

Does

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

Additionally, Urban
Cities often have
more developed and
Better-maintained
Infrastructure than
their Suburban or
Rural Counterparts.

They think that
Urban Areas offer
a wealth of cultural
and entertainment
opportunities.

Thinks

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

Another Advantage
of buying property
in a Metropolitan
City is the potential
for investment
returns.

It can be harder to find
parks and outdoor
spaces in Urban
Areas, so it is
important to consider
how important this is
to making a purchase.

An Urban Cities
often have a higher
cost of living,
including higher
prices for housing,
food, utilities, and
other essentials.

When making the
decision to purchase
property in an Urban City,
it is important to carefully
consider your Priorities
and Lifestyle to ensure
that it aligns with your
Needs and Expectations.

It is important to
have a clear
Understanding of
the Financing
Requirements of
Owing property in
an Urban City.

Feels

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

HOUSING PRICES IN METROPOLITAN AREAS OF INDIA