



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?

Finding a trustworthy agent is crucial.

Location is everything in real estate.

Real estate is a solid long-term investment.

"The real estate market is competitive right now."

"Real estate plays a significant role in long-term life goals, like retirement or family growth."

"Market conditions influence buying and selling decisions."

"Property ownership involves financial planning and responsibility."

"Real estate can build wealth over time."



DREAM
HOMES
REALTY

By MOHAMED
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"Regularly maintain and renovate properties to preserve or enhance their value."

"Engage in negotiations with buyers or sellers to reach agreement."

"Invest in real estate as landlords for rental income."

"Research properties online, visit open houses, and gather information."

"Relief or disappointment based on the outcome of real estate deals."

"Excitement and anticipation when entering the real estate market."

"Pride and accomplishment in homeownership and property improvements."

"Stress and anxiety due to 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?