



Says

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

It's differ
from
personal
property

Real estate
encompasses the
land pls any
permanent man
made additions such
as houses and other
buildings



Thinks

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

Real estate is
not taxed
adavantaged

It is subject
to market
risk

It is low capital
appreciations...

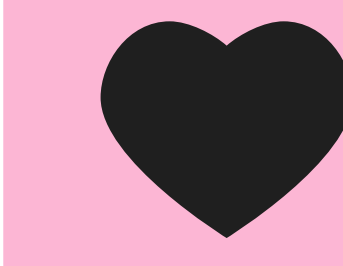


Does

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

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

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



Feels

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

Diversifies
portfolio

May require
active
management
and expertise

Requires
initial capital
outlay