



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 want to find a house that fits my budget and lifestyle.

What are the current market trends, and will the prices continue to rise?

Are there any good deals or discounts available in the market?

What neighborhoods are considered safe and convenient for commuting?

Can I secure a mortgage with favourable interest rates and terms?

Should I prioritize a larger house or a more central location?



REAL ESTATE
BUYER

Researches online listings and real estate platforms regularly.

Visits open houses and schedules property viewings.

Anxious about making such a significant financial decision.

Consults with mortgage brokers or financial advisors to understand financing options.

Excited about the prospect of owning a new home but also cautious.

Overwhelmed by the abundance of options and information in the market.



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?