



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?



Persona's name
Short summary of the persona

comparative market analysis (CMA) is an estimate of a home's price used to help sellers set listing prices and help buyers make competitive offers

standard price behaviour of a good or its close substitute reveals the same price movements and they generally vary within a price range, when they are sold at markets located at different places (Shepherd, 1997; Lipczynski et al., 2005).

The real estate market has been struggling with all the primary factors of production including land, labour and capital

collection of prices of new and resale houses located in the metropolitan areas of India the amenities provided for each house

Two houses in two different locations are believed to be sold within the same market, if house prices in one location impose a competitive constraint on house prices in the other location (Motta, 2004; Carlton and Perloff, 2005)

The movement of the residential house price index reflects the behaviour and type of the market prevailing in the country. The average real house price index is plotted

The report highlights that the average rate of properties in Bengaluru saw a 10% appreciation in the past one year, making it the market with the sharpest uptrend in property prices.

The report indicates that the average price per square foot in cities such as Ahmedabad, Bengaluru, Delhi NCR, Kolkata, and Pune has witnessed a significant increase.

The Indian startup landscape is witnessing a new era of transformative changes marked by a strong emphasis on sustainable growth and profitability.

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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?