



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?

Turning Your  
Dreams into  
Addresses

Where Dreams  
Meet Reality -  
Dream Homes  
Realty.

Your Dream  
Home, Our  
Expertise

"Unlocking  
the Door to  
Your Dream  
Home

**Personal Preferences:**

- Architectural Style: Buyers may have specific preferences for architectural styles like modern, traditional, colonial, or contemporary.

**Family and Lifestyle:**

- Family Size: Growing families may seek larger homes, while empty nesters may downsize.

**Investment Potential:**

- Resale Value: Buyers may evaluate the potential for property appreciation in the future.

**Environmental and Sustainability Concerns:**

- Energy Efficiency: Increasing awareness of sustainability may influence choices towards eco-friendly homes.



Persona’s name

Short summary of the persona

**Online Research:** Potential buyers and sellers often start by researching Dream Homes Realty online. They visit the company's website, browse listings, and read reviews to gauge the agency's reputation and offerings.

**Property Search:** Clients might use Dream Homes Realty's website or mobile app to search for properties that match their criteria. They may filter listings by location, price, size, and features.

**Consultation:** Clients may schedule consultations with Dream Homes Realty agents to discuss their needs, preferences, and budget. During these meetings, they can gain insights into the local real estate market and available opportunities.

**Property Tours:** Buyers may request property tours with agents to physically explore homes that interest them. Dream Homes Realty agents will arrange and conduct these tours.

**Excitement:** The prospect of finding one's dream home or making a profitable real estate investment can generate a sense of excitement, motivating clients to actively engage in the process.

**Anticipation:** Clients may feel a sense of anticipation as they wait for new property listings to become available or for updates on their ongoing transactions.

**Confidence:** A sense of trust and confidence in Dream Homes Realty and its agents can give clients peace of mind, making them more likely to proceed with their real estate goals

**Relief:** After a successful transaction, clients often experience a sense of relief, knowing they've achieved their real estate objectives with the help of Dream Homes Realty.



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?