

Says

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

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

INVESTMENT

as a wise

POTENTIAL:Buyers

often think of housing

in metropolitan areas

invesment ,expecting

appreciate over time.

property value to



To speak or tell somebody something, using words.I said goodbye to her at the station. It is said that cats can sense the presence of ghosts.It is said that cats can.

To show a feeling, a situation, etc. without using words.His angry look said everything about the way he felt.

To express an opinion on something.It's hard to say what I like about the book. 'When will it be finished?' 'I couldn't say [= I don't know]'.'When will it be finished?' 'I couldn't say [= I don't know]'.

LOCATION MATTERS:Location is a key consideration, as proximity to work places,transportation,and amenities can greatly influence a buyer's desion.

RENTAL **INCOME:**Investors often think about rental income potential, as many metropolitan residents prefer renting over buying due to high property prices.

Thinks



AREAS OF INDIA

MARKET FLUCTUATION:Housing prices in metropolitan cities can experience fluctuations based on economic conditions, interest rates, and local market trends.

GENTRIFICATION: In some cases, metropolitan areas undergo gentrification, where previously neglected neighborhoods see a rise in housing prices due to redevelopment and increased amenities.

COMMUNITY **DEVELOPMENT:** Local governments and organizations often work to develop affordable housing initiatives to address housing affordability issues in metropolitan areas.

HIGH DEMAND: Housing prices in metropolitan cities often feel inflated due to high demand. People are drawn to these areas for better job opportunities and amenities, driving up prices.

COMPETITIVE:The competitive nature of metropolitan real estate markets can make buyers feel overwhelmed. Bidding wars are common, which can contribute to rising prices.

INVESTMENT APPEAL: Housing in metropolitan areas often feels like a solid investment, as property values tend to appreciate over time, making it attractive for

long-term investors.

Does

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



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

