



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?



- A good house is a feeling of inviting people contains positive vibes
- Buying a new house is also an indicator of financial and emotional maturity.

- Many people believe that modern architecture is a better fit for today's life.

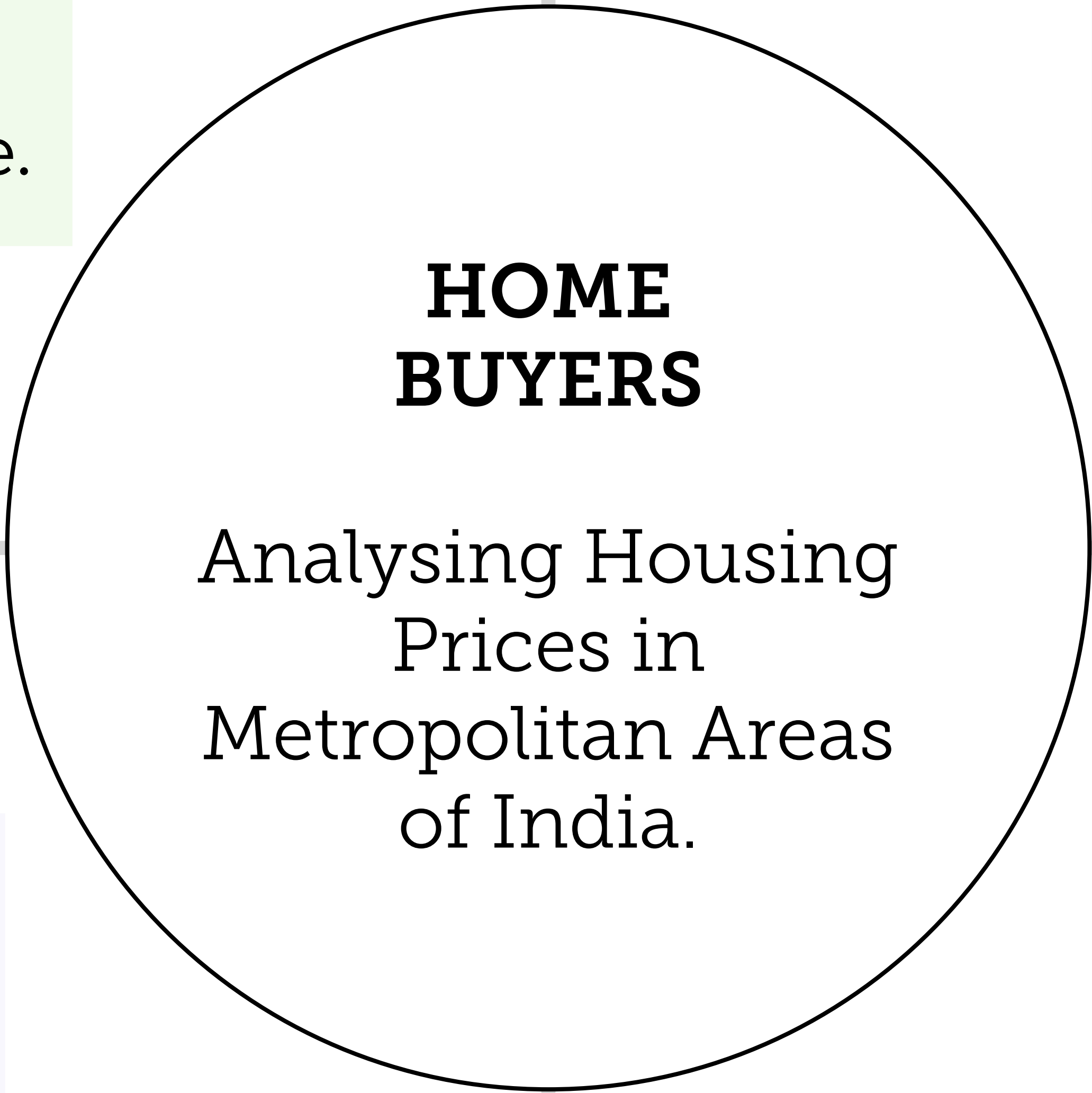
- Cost plays a role in every buying decision, but it is often the focal selling point when selling to comparison shoppers.

- House needs parking, outside space, highlights of the local area, extra space and storage , opportunities to extend or convert.
- More space, backyard, quiet, safe community and often lower costs.

- The foundation of which a house is built is the most crucial element for it, regardless of how big or tiny it is.

- Location- While buying a property, location plays an equally important role, along with price, in finalizing one's dream home.
- Features, Size and Lay Out
- Seller Reputation
- Due Diligence
- Return on Investments

- Beautiful interior make homes inviting.
- A Beautiful home is one that makes you happy and proud of your space.



- The home should be airy and well ventilated.

- A kitchen is an indicator of creativity and desires for abstract ideas.
- It can indicate that they want to invest their time to pursue their hobby.

- The dream of buying a big house can reflect for security or protection for loved ones.
- It could mean that this is a fear of losing something.

- If the house is big yet empty, it can indicate the loneliness and isolation.

- Buying a house with big bedrooms is a sign that they seek some time and space for themselves.

- House with big balcony can message to bridge any relationship that requires bridging .
- It can indicate a desire to reconnect.

- People feels anxiety because housing prices are unreachable after the pandemic.

- Locating the right house at the right price, finding the right financing, finding someone to guide them through the mortgage process, and putting funds together for a down payment.



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?



Short summary of the persona