



Says

Thinks



Researchers dream home online and magazine

Talk about they are struggling to find their dream home

Excited and Hopeful

Feels a sense of pride and accomplishment

Visit houses and mode homes

Imagines a beautiful,spacious home

**Dream Home**

Images of beautiful homes in magazines online and TV shows

Their friends and family owing nice homes

Real estate agents telling them they client find their dream home

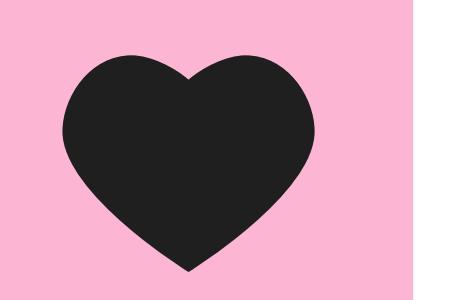
Friends and family telling they deserve to have a nice home

Homes tat are out of their budget



Does

Feels



[See an example](#)