

## 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?



Homebuyer:
Says: "I want
to find a home
that fits my
budget."

Real Estate
Agent: Says: "I
aim to connect
buyers with
suitable
properties."

Developer: Says:
"I'm focused on
creating
properties that
meet market
demands."

al Estate
ent: Says: "I
n to connect
vors with

Home Seller:
Thinks: "What's the market demand like? How can I make my property more appealing?"

Homebuyer:
Thinks: "Are
these prices
reasonable? Can
I afford this
neighborhood?"

Real Estate Agent: Thinks: "What are the current market trends? How can I best assist my clients?"

HOUSE PRICE METROPOLITAN

Real Estate Agent:
Does: Analyzes
market data,
arranges property
showings,
negotiates on behalf
of clients.

Homebuyer:
Does: Researches
online, attends
open houses,
consults with a
real estate agent.

Home Seller:
Does: Consults with real estate agent, prepares the property for listing, negotiates offers.

Homebuyer:
Feels: Anxious about making a big financial decision, excited about finding a dream home.

Home Seller:
Feels: Hopeful
for a profitable
sale, worried
about the selling
process.

Real Estate Agent: Feels: Motivated to provide value, stressed due to competitive market.

Does

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





