



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?



Persona’s name  
Short summary of the persona

: If you haven't already, create an account on Zoho Books

Enter Dream Homes Realty's company details, including name, address, contact information, and logo.

Customize the Chart of Accounts to reflect Dream Homes Realty's financial structure. Add relevant categories for income, expenses, assets, and liabilities.

Set up vendor profiles and record payments for services or products purchased for the business.

Regularly reconcile your bank accounts with Zoho Books to ensure all transactions are accurate and accounted for.

Generate financial reports such as Profit and Loss statements, Balance Sheets, and Cash Flow statements to understand the financial health of the business

Create and send professional invoices to clients for property sales or services offered. Include all necessary details and terms

Record all business expenses, categorize them appropriately, and attach relevant receipts. This can include office rent, marketing expenses, and more

Connect your business bank accounts to Zoho Books for automatic transaction imports. Verify and categorize transactions regularly.

If you have employees, use Zoho Books to manage payroll, including salary calculation, tax deductions, and payslip generation.

Configure tax settings and keep track of applicable taxes for proper compliance

If you use other software, ensure proper integration with Zoho Books for seamless data flow



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?