



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?

The check  
the house  
condition

To sale the  
house  
without legal  
problem

To buy  
house in  
low prise

To sale the  
house  
quickly

To sale the  
house in  
good price



Onsider  
the house  
peice

Arranging  
house  
facilities

Peaeiful and  
omfortale  
houe wa to  
ale the uyer

Maintaing  
house  
condition

Convenient  
price for  
buyer and  
seller

Buyer  
satisfied



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?

[See an example](#)