



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?

Ensuring accurate financial records, handling various property-related transactions.

Managing a real estate agency's unique financial requirements, maintaining profitability.

Addressing complex real estate accounting questions, resolving technical issues efficiently.

Adapting to new tools, maintaining their earnings.

"How can I efficiently manage our real estate transactions and finances?"

"I need real-time financial insights to make informed business decisions."

"How can we provide effective assistance to Dream Homes Realty?"

"Will this change affect my commission tracking and reporting?"



User-friendly accounting software, support in setting up complex real estate transactions.

Accessible financial data, easy-to-understand reports, cost-saving solutions.

Clear communication channels, in-depth knowledge of ZOHO Books, empathy for real estate-specific concerns.

Training or guidance on using ZOHO Books for commission tracking, reassurance about commissions' accuracy.

Frustration with manual bookkeeping, eagerness to streamline processes.

Concerned about profitability and compliance, looking for convenience.

Desire to offer excellent customer service and resolve issues promptly.

Curiosity about new processes, concerns about potential disruptions to earnings.



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?