

Says

What have we heard them say?
What can we imagine them saying?



We need affordable, quality housing with good resale value

We facilitate property transactions and aim for high commissions

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



compromising profits

Ho

How can we price properties to attract buyers without compromising profits

How can we price properties to attract buyers without compromising profits

How can we balance affordability with urban

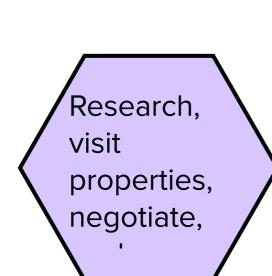
ANALYSING HOUSING
PRICES IN
METEROPOLITAN
AREAS OF INDIA

How can we price

buyers without

properties to attract

Conduct market research, adjust pricing



Network, research the market, Anxious about market fluctuations and competition.

Stressed about making a long-term financial commitment.

Pressure to meet targets and ensure customer satisfaction

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?



