



Says

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

What customers might say

I want a spacious, modern home

Their actions

Researching properties online, attending open houses



Does

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



Thinks

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

Their inner thoughts

I need a house that fits my family's needs

Their emotions

I'm excited about finding the perfect home



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?