



Says

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

"Owning a home is a dream, but affordability is a major concern."

"Meeting diverse buyer demands while navigating market trends is a challenge."

"Balancing construction costs and market demand is a constant juggle."

"Creating liveable cities while managing population growth is a complex task."



Thinks

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

"I need to balance location, amenities, and budget while making a decision."

"Innovative designs and sustainable practices can set my projects apart."

"Balancing housing development with infrastructure and green spaces is crucial."

"I need to plan for possible rent hikes and consider future stability."



Persona's name

Short summary of the persona

Researches extensively, seeks financial advice, negotiates with sellers, and occasionally feels overwhelmed by the options.

Monitors rental market trends, explores potential areas, negotiates with landlords, and considers homeownership options.

Evaluates loan applications, offers financial advice, calculates EMI options, and ensures compliance with lending regulations.

Studies market data, showcases properties, advises on pricing strategies, and builds relationships with clients.

Anxious about rising property prices, excited about finding the perfect home, and frustrated by the competitive market.

Eager to help clients, pressured to meet sales targets, and occasionally frustrated by market uncertainties.

Committed to sustainable urbanization, frustrated by zoning challenges, and motivated to improve city living.

Empathetic to buyer's financial concerns, pressured by loan targets, and satisfied when helping dreams come true.



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?