

empthy map





Real estate agents: Listing properties, networking

Homebuyers: Researching, negotiating, saving



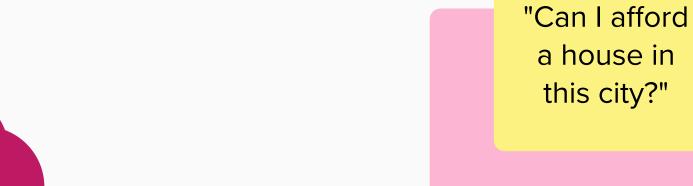
Homebuyers: High prices, loan approvals

> Real estate agents: Market fluctuations



Homebuyers: "Housing prices are skyrocketing."

> Real estate agents: "Location is key to pricing."



Real estate agents: "How can I maximize commissions?"

Homebuyers:



Homebuyers: Anxious, frustrated, hopeful

Real estate agents: Ambitious, competitive