



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?



"I need a place that fits my family's needs."

"I'm worried about the housing market trends."

"I want a home that's close to schools and parks."

"Is now a good time to buy?"

"Can I afford a larger home?"

"How do I negotiate a good deal?"

Researches properties online.

Talks to friends and family for recommendations.

Attends open houses.

Anxious about making a major financial decision.

Excited about the prospect of owning a dream home.

Frustrated with the complexities of the real estate market.



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?