



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?



Feels

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



Does

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



Stable housing prices help us attract and retain employees for local business

Home buyers Frustrated by high prices.

Investors look for areas with potential for value appreciation

Home builders need affordable homes close to workspaces and amenities.

Investors, Optimistic about returns

Local business, Hopeful for stable housing for their workforce.

Monitor local housing trends, assess employee commutes in local business.

Home buyers anxious about making the right choice

Home buyers search online listings, visit properties, negotiate prices.

Investors analyze market trends, assess rental potential.

Investors feels Cautions about market volatility

Investors feels Cautions about market volatility