



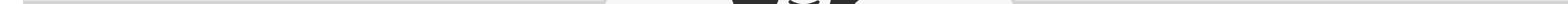
Says

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?



dream house
reality

expert in the
real dream
house is a
reality

dream house
is a fictious
real estate
company

The dream
house the
property
record the
estate

dream house keep in mind
that listing photos show a
house in its best light, and
the visions in your head are
just a fantasy. The more you
invest in these fantasies,
the more jarring it can be to
match those with a brick-
and-mortar house.

A DREAM
HOUSE IS A THE
BLOOMS FOR
MANY
BEAUTIFUL
PLACE

THE OLACE
WAS A THE
REALITY
HOUSE

generally the
dream house
can use a
fututre in a
reality

All the place
was a the
beautiful in
the home
imagination

the hose was a
the place is a the
natural trees and
water has a
giving place in
the dream house

most people
generally agree
the on benefits
in the dream
house reality

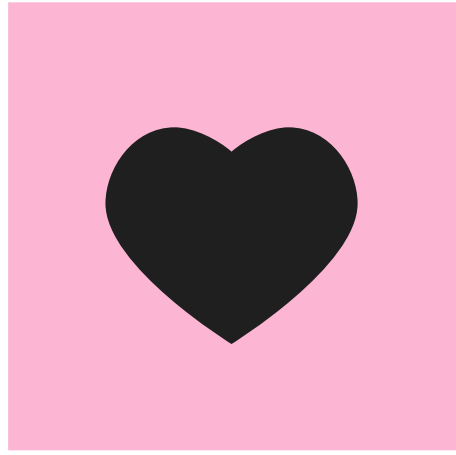
the dream house
anxiety dream is
a disturpt your
sleep in a dream
hous

the dream house
all the people
dream house so
the finish the
plan is a relaxing
feel



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?