



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?

Preparation And  
Maintenance of  
ZOHO Books  
For Dream  
Homes Reality

Persona’s name

Dream Home Realty Inc. is located in the city of Markham which is a prime location for Real Estate

Dream Home Realty Inc. has close cooperating relationships with a number of immigrants

Dream Home team members have different professional backgrounds, varying from legal, financial management and accounting to construction

That's a total tax bill of more than \$900,000, or nearly 40 percent of the total value of the prize package.

G\$1 million, including \$750,000 in cash, along with the \$250,000 from Rocket Mortgage and the Honda SUV.

HGTV launched its Dream Home contest in 1997, when the network gave away a mountain home in Jackson Hole, Wyoming.

Fulkerson's name was picked out of almost 135 million entries to land the 3,650-square-foot house located

All in all, it's a hefty prize package, but if Fulkerson is anything like most of the contest's previous winners,

The cash option still comes with a large federal and state income tax hit (well over \$300,000 in total, according to the Wolters Kluwer analysts

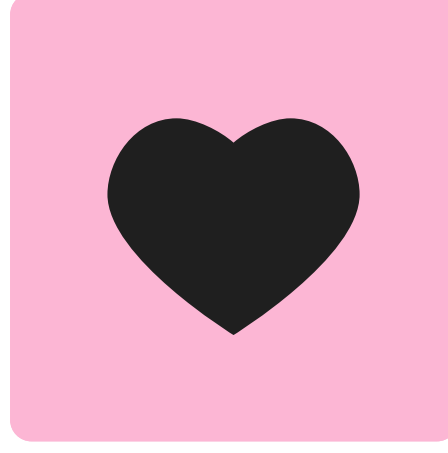
When you're in charge of the award funds, you'll have to make sure you acknowledge your best interests.

This spacious end-unit townhome in Marysville has two primary suites, a second floor laundry, a large deck



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?