



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?

House prices in india have increased by 284% in real terms.

Real estate market will do well in 2023.

depending upon is economic status.

The developer determine the selling price.

Equivalent to an average annual rise of 14%.

First the homo geneity is questioned in the case of residential house.

A post-pandemic need for security increased savings.

Relatively little income disturption for middle and higher income groups.

Investors

Expected to increase 7.5% on a pan-india basis this year.

The medium house price.

Estimates a homes price based on recently sold.

Similar properties in the immediate area.

The increased properties prices of expected to lead on an increase in metal prices as well

The housing market is expected to remain strong in the next five years.

demand for homes sours prices follow suit.

The demand for homes and reached a multi-year high.



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?