



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?



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?

i was expecting something different

what size is best?

strong demand

affordable housing

i want something reliable

where should i start

what is the best for me?

save money for a down payment

what else am i missing?

i want something awesome

look for your dream home

spending too much time

more research

check the web site

asks friends

postpones big decisions

compares houses

makes small decisions

build a team you can trust

people want less expensive homes

low interest rates

don't expect a wave of foreclosures

estimate what you can afford

interest rates rise too quickly