



Says

What have we heard them say?
What can we imagine them saying?

Collect quotes and statements from potential clients about their real estate needs and expectations. For example, "I want a spacious kitchen with modern appliances."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



"Is this the right real estate agency for me?"
- "Can I trust their expertise?"



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"Dream Homes Realty" is a real estate agency dedicated



Describe the actions of potential clients, such as visiting open houses, browsing real estate listings online, or seeking recommendations from friends.

Understand their emotions and thoughts, like "I'm excited to find my dream home" or "I'm worried about the home-buying process."



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?

