



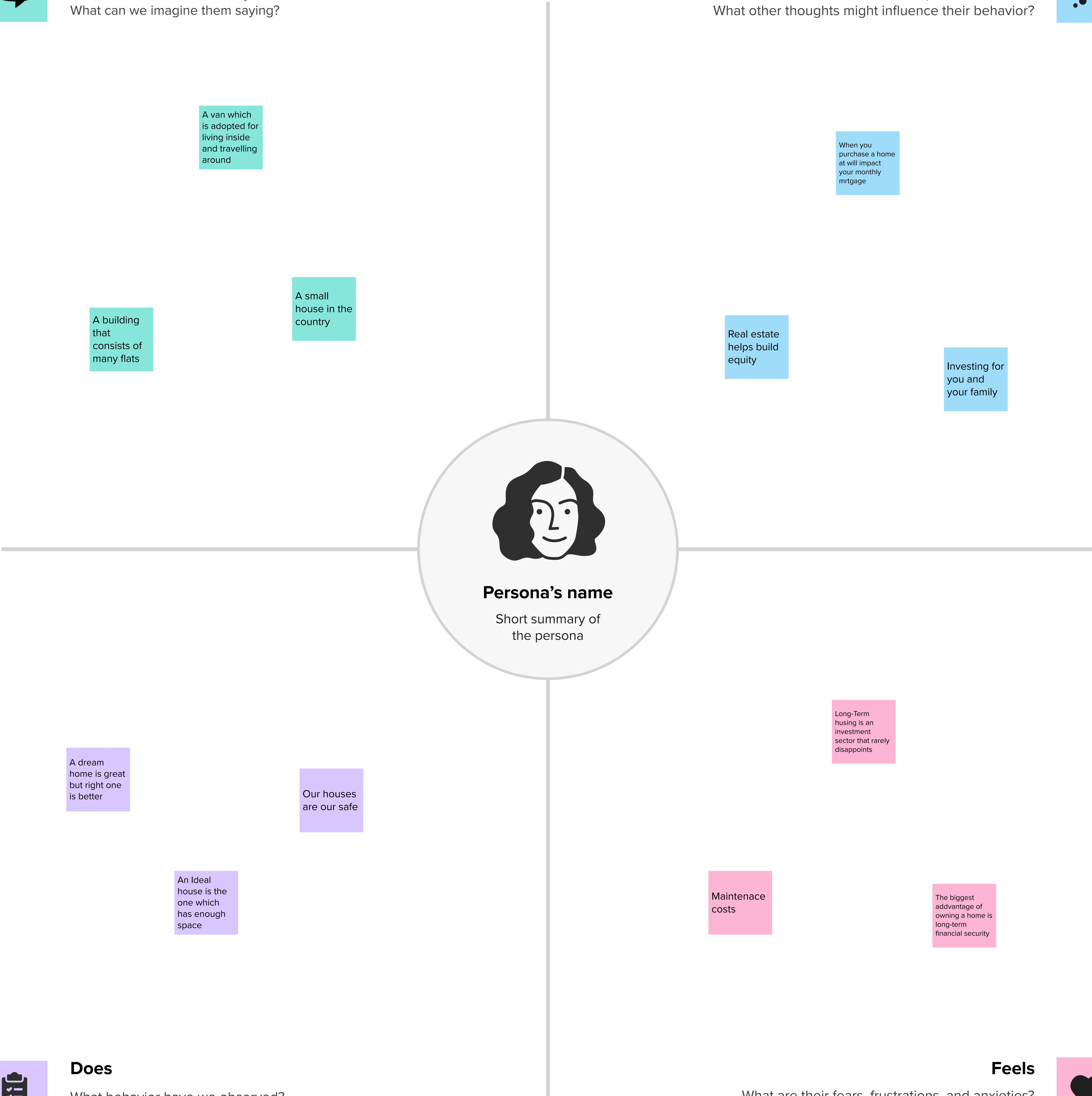
Says

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?



A van which is adopted for living inside and travelling around

A building that consists of many flats

A small house in the country

When you purchase a home at will impact your monthly mrtgage

Real estate helps build equity

Investing for you and your family



Persona's name
Short summary of the persona

A dream home is great but right one is better

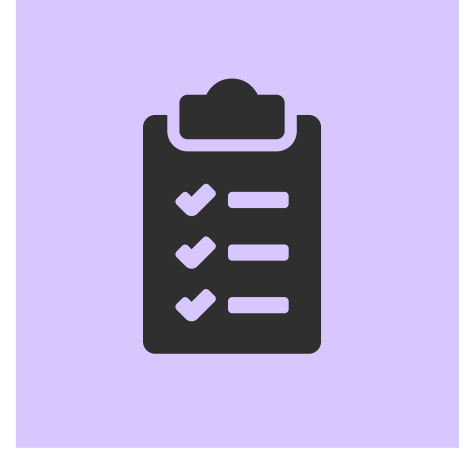
Our houses are our safe

An Ideal house is the one which has enough space

Long-Term husing is an investment sector that rarely disappoints

Maintenace costs

The biggest addvantage of owning a home is long-term financial security



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?