



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)

REAL ESTATE BUYER

I WANT TO FIND A HOUSE THAT FITS MY BUDGET AND LIFESTYLE.

ARE THERE ANY GOOD DEALS OR DISCOUNTS AVAILABLE IN THE MARKET?

WHAT NEIGHBOURHOODS ARE CONSIDERED SAFE AND CONVENIENT FOR COMMUTING?

WHAT ARE THE CURRENT MARKET TRENDS, AND WILL THE PRICES CONTINUE TO RISE?

CAN I SECURE A MORTGAGE WITH FAVOURABLE INTEREST RATES AND TERMS?

SHOULD I PRIORITIZE A LARGE HOUSE OR A MORE CENTRAL LOCATION?

RESEARCHES ONLINE LISTINGS AND REAL ESTATE PLATFORMS REGULARLY.

VISITS OPENS HOUSES AND SCHEDULES PROPERTY VIEWING

CONSULTS WITH MORTGAGE BROKERS OR FINANCIAL ADVISORS TO UNDERSTAND FINANCING OPTIONS.

ANXIOUS ABOUT MAKING SUCH A SIGNIFICANT FINANCIAL DECISIONS

EXCITED ABOUT THE PROSPECT OF OWNING A NEW HOME BUT ALSO CAUTIONS.

OVERWHELMED BY THE ABUNDANCE OF OPTIONS AND INFORMATION IN THE MARKET.