

Says

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

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

It calculates

estimated

mortgage

payments based

on user input.



Thinks

Agent profiles communicate the expertise and specialties of real estate professionals.

Property valuation

estimates provide

information on the

property's market

worth.

User reviews and ratings offer insights into the quality of properties and real estate agents.

Property valuation estimates are generated based on market data and property details.

The platform's search engine processes user criteria to display relevant property listings.

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Property owners and agents can create property listings with multimedia content.

The platform calculates estimated mortgage payments for users.

Property alerts notify users of new listings.

Property owners can feel empowered by accessing instant property valuation estimates.

Users can feel informed and up-to-date with property alerts.

Users can feel immersed in property listings through high-quality photos, videos, and virtual tours.

Does

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



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

