



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?

**DREAM
HOME
BUILDERS**

Housing prices in cities are skyrocketing.

To find a good deal within a budget.

Homebuyers want to buy affordable house in their budget.

People demand for housing is still strong desire for their health and financial security.

To live in a peaceful environment.

To find a good location which are in demand.

Attends property exhibitions and open houses.

Homebuyers might research property listings.

Rising housing prices causing financial stress.

Worried about affordability and home loan rates.

Talking to friends and colleagues for housing advice.

Fear of making wrong investments.



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?