

Says

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

The real estate market has been struggling with all the primary factors of production including land, labour and capital

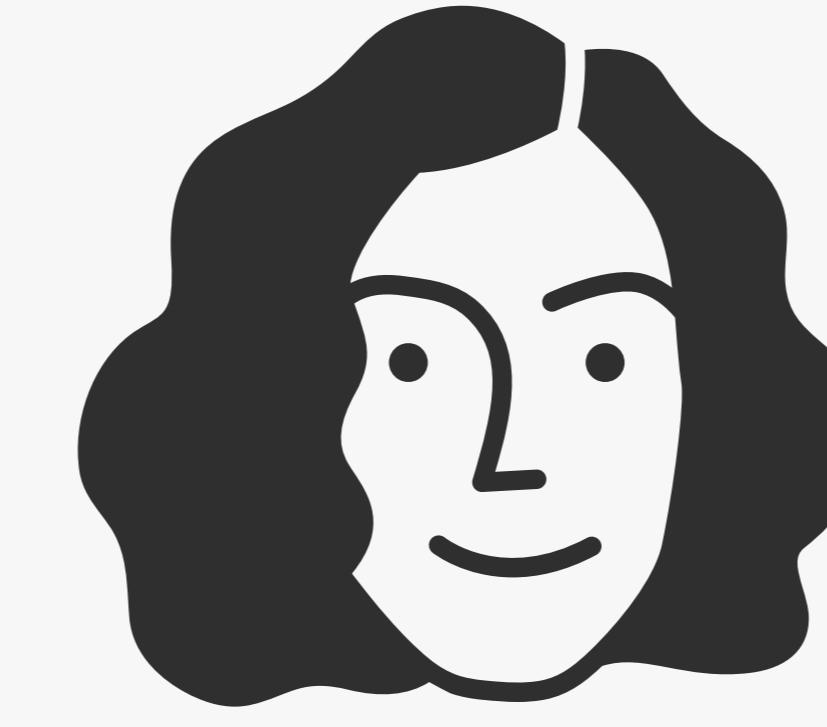
comparative market analysis (CMA) is an estimate of a home's price used to help sellers set listing prices and help buyers make competitive offers

collection of prices of new and resale houses located in the metropolitan areas of India the amenities provided for each house

standard price behaviour of a good or its close substitute reveals the same price movement, they generally vary within a price range, when they are sold at markets located at different places (Shepherd, 1991; Lipczynski et al., 2005).

Two houses in two different locations are believed to be sold within the same market, if house prices in one location impose a competitive cost on the house prices in the other location (Motta, 2004; Carlton and Perloff, 2005)

The movement of the residential house price index reflects the behavior and type of the market prevailing in the country. The average real house price index is plotted



Persona's name

Short summary of the persona

The report highlights that the average rate of properties in Bengaluru saw a 10% appreciation in the past one year, making it the market with the sharpest upturn in property prices.

The report indicates that the average price per square foot in cities such as Ahmedabad, Bengaluru, Delhi NCR, Kolkata, and Pune has witnessed a significant increase.

The Indian startup landscape is witnessing a new era of transformative changes marked by a strong emphasis on sustainable growth and profitability.

Prices are driven by a wide variety of factors that are local, regional, national, and global.

While basic concepts like supply and demand come into play, other things like mortgage rates, inflation, and even economic conditions in other countries can also influence the real estate market

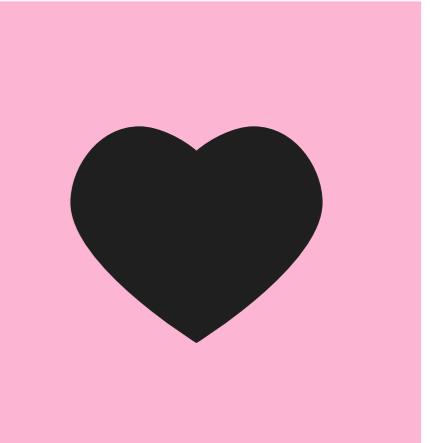
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Does

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?



See an example

Thinks

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

