



Says

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

Wraparound  
Porch,  
Outdoor  
kitchen

Lush  
Landscaping  
,Swimming  
pool

Separate  
guest space  
,Water views



Thinks

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

Get to know  
the  
neighborhood

Stay no  
budget ,plan  
for the future

Plan for the  
future ,Sees  
past the  
flows



Dream Home Realty

Work with a  
professional  
real estate  
agent.

Plan out your  
interiors  
before you  
finish  
construction

Getting down  
payment ,Gettig  
down-payment  
fund and cust-  
cutting

Review  
customer  
financial health  
,Know customer  
goals.

Avoid  
wasteful  
spending

Explant your  
income pool



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?