



**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?

its easy to  
make the  
quickly  
application

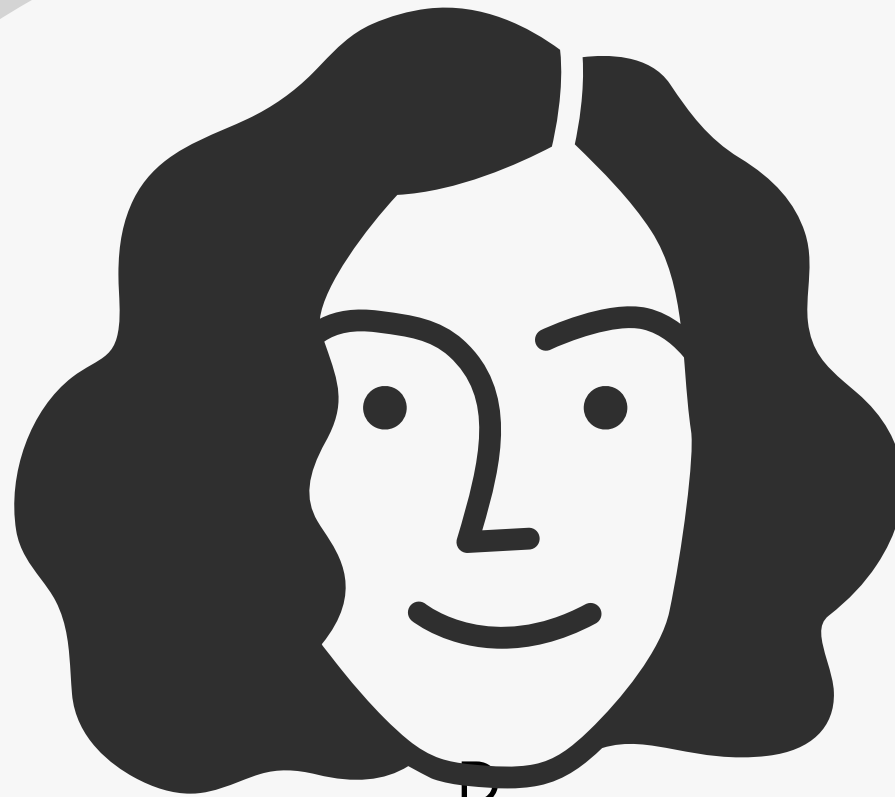
its  
centralised  
data to the  
data security

simple to  
create,  
update,  
manage  
invoices

its  
developes to  
the price  
performance

it deals the  
automate bank  
reconciliations

sync data  
across the  
multiple  
applications



Dream Homes  
Realty

more  
flexibility,  
more power

its expands  
the property  
database

sincere  
commitment  
to making  
your family

The honest  
advice and  
guidance to  
achve your  
goals

Its attracts  
prospective  
buyers and  
tenants

Expert  
negotiation  
skill with our  
clients



**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?