



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?

We heard  
their needs  
of them

There are  
simply not  
enough homes  
for millions of  
pepole.

We can  
fulfil their  
hopes by  
analysing

We make a  
decision of  
their wants and  
dreams and  
make it possible

High  
mortgage  
rates

changing  
demographics can  
impact home prices  
due to age, income  
and regional  
preference of  
buyers



Persona's name  
Short summary of  
the persona

We have  
observed their  
financial  
planning while  
analysing

Observed  
their  
savings

Financial  
self-  
efficiency

Feelings of  
inadequacy

When they are  
in analysing  
they feel  
themselves "  
stressed and  
alone"

Sellers are  
feeling the  
burn of today's  
fast paced  
market tooo



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?