



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?

Housing asset is a key constituent of the household balance sheet.

Two houses in two different locations are believed to be sold within same market.

The cyclical movement in house prices have a profound impact on the non-human wealth.

The behaviour of house prices also affects the stability of the financial system.

House prices in one location impose a competitive constraint on house prices in the other location.

House prices in India have increased by 284% in real terms, after allowing for inflation- equivalent to an average annual rise of 14%.



Housing in Metropolitan Areas

Housing Prices on metropolitan areas of India

Property prices in India are expected to increase 7.5% on a pan-India basis this year, the fastest growth in five years.

Average house prices were forecast to rise 6% next year and in 2024.

The housing market in India suffers from distortions. The rate of vacancy is high (12.3%), as is the need for affordable housing (18.78 mn units).

India will nearly double the size of its urban population between 2018 to 2050

Improving housing demand and increase in building material cost are some of the key factors of housing price rise.

Over half of the population will be facing a significant challenge soon- finding affordable and sufficient housing.



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?