

Says

Investors may

say they want

high ROI and

based on data

may invest

analysis.

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



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





Government officials may propose housing policies and regulations.



Investors think about market trends, potential risks, and rewards.



Homebuyers may express preferences for location, size, and features.



Realtors think about sales strategies and commission.



Homebuyers feel excited, anxious, or stressed about making a big investment.



Housing Analysis



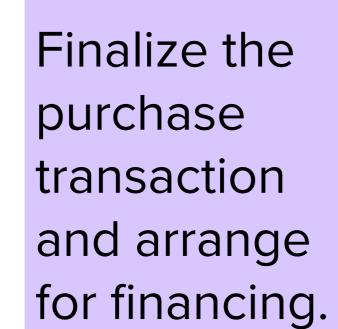
Collaborate with real estate agents and property managers to source and manage investments.



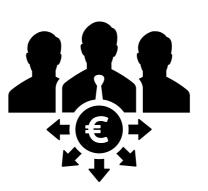
Stay updated on market trends and property listings.



Retailors feels satisfaction and pride when they successfully close a deal and make a commission.







Feelings of anxiety and caution when the real estate market is unpredictable or experiencing a downturn.

Home buyers Feelings of happiness and satisfaction when they find their ideal home at an affordable price.

Feels





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?

