

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 prices are skyrocketing!

need a place close to my

workplace

this area?

Can i afford

Is this buyers or sellers market?

How much can i stretch my budget?

Will i get a good return on invesment

homebuyers/ Investors

Attends property viewings

Anxious about affordability

consults with real estate agents

Compare prices in different neighborhoods

Excited about finding the perfect home

Hopeful for a good deal



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?

