



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?



First enquire the market price for the metropolitan area houses.

Know the value of the house before buying it.

We want to see that the value of the house matches our budget.

The stability of the house should be checked by an engineer.

Make sure that the land on which the house is setup is not in the flood area.

The area where the house is located should be classified as a safe area.

Reduce maximum the price of the house.

Ask the landlord to do on the maintenance work of the house.

We must have the Government approval of the plot and building.

Can you pay the total amount of the house in installments?

Do you have pay advanced in a house?

Do you have pay advanced in a house?



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?