

Says

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

Managing property finances is a headache.

I need to keep track of rental income and expenses Can we simplify property accounting?

Thinks

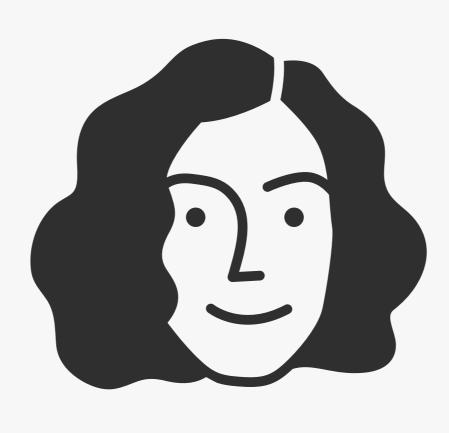
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Is Zoho Books
a good fit for
property
management?

How can I streamline rent collection and expense tracking?

Will this software help me stay organized and compliant?



DREAM HOUSE

Short summary of the persona

Researches
Zoho Books and
its suitability for
property
management

Seeks advice from fellow property managers or real estate professionals.

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from fellow
property
managers or real
estate
professionals.

Overwhelmed by property financial tasks.

Worried about financial accuracy and compliance.

Hopeful for a solution to simplify property accounting.



Does

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?



