

## Says

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?



**Thinks** 

Collection of prices of new and resale houses located in the metropolitan areas of India

When the housing market is single and not segmented and the absolute prices should converge

The standard price behaviour of a good or its close substitute reveals the same price movements and they generally vary within a price range

The amenities provided for each house

Property prices in India are expected to increase 7.5% on a pan- India basis this year

The fastest growth in five years according to a reuters poll of property analysts



Analysis housing prices in metropolitan areas in India

Short summary of the persona

The residential real estate market in India is predicted to rise positively in 2023

The capital value increase of more than 6%

The reduced premium charges

The relative prices of the houses should be mean reverting or stationary

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

The poll of 13 property analysts were held during May 11-27



## Does

What behavior have we observed? What can we imagine them doing?



**Feels** 



