



Says

Type your heading...

know
your
finances

Plan for the
future,stay
on budget



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

Thinks



what near
by shopping
is important
to you

should your
home be near
public
transportation

provides a
sense of
stability and
community

helps
build
equity

lets
make it
clear

There is no
dream homes
you will get the
perfect home
and perfect place
in a price



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?

Feels

