



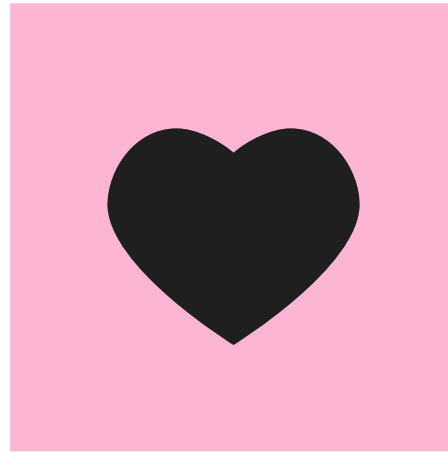
Says

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?



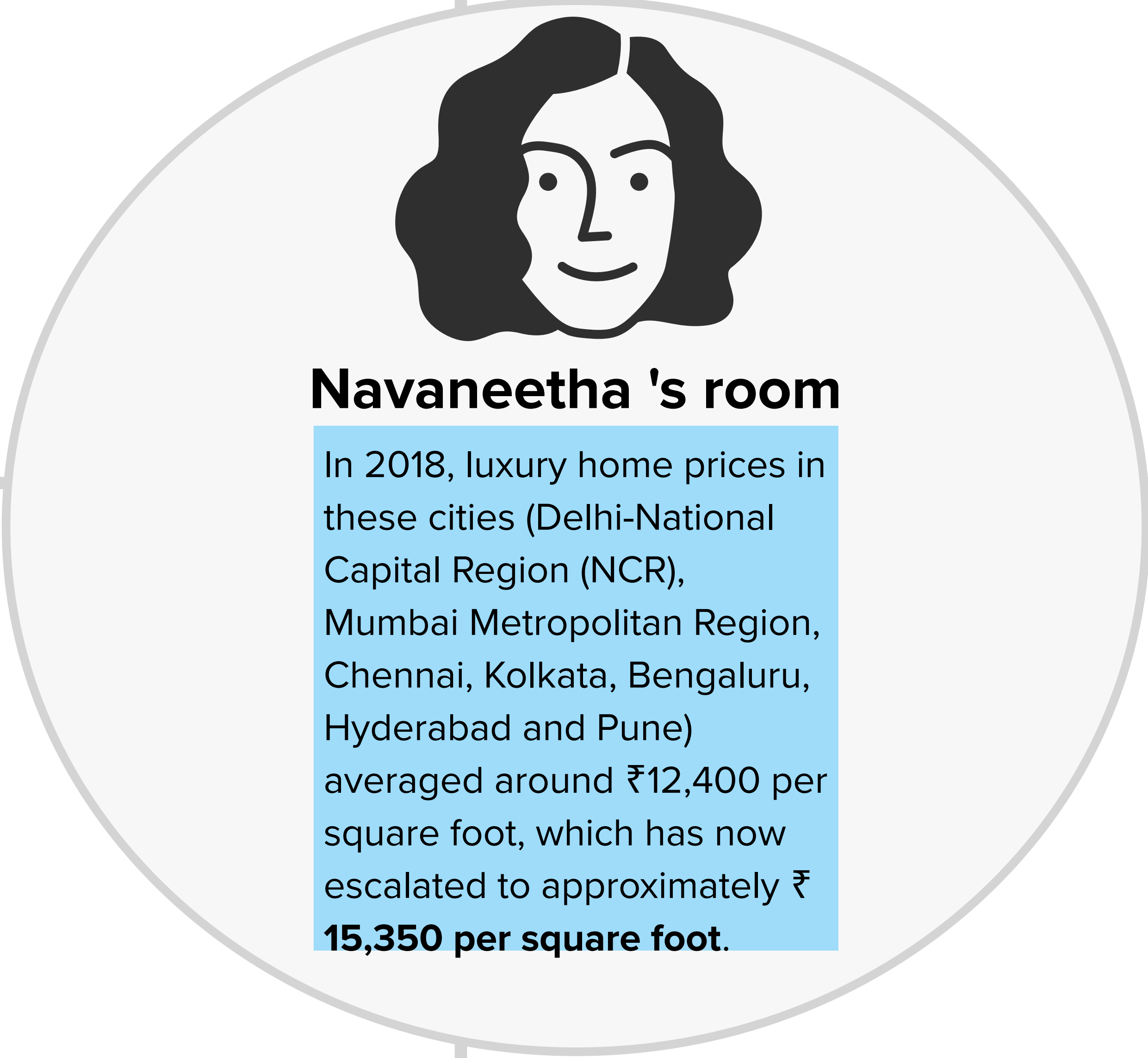
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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



•Demand for homes soars, prices follow suit

•Migration To Metropolises. ...
Lack Of Low-cost Housing. ...
Population Growth.

•Needs include air, food, water, clothing and shelter.

•Needs are things that you absolutely should have, and wants are things that you would like to have

•With increasing urbanization, another 25 million homes are needed by 2030

•In cities, houses in gated communities are in demand as the gated community offers a quality lifestyle and

•Changing demographics can impact home prices due to the age, income, and regional preferences of buyers.

•Social Forces.
•Economic Forces.
•Physical and Environmental.
•Governmental Forces.

•utility, desire, scarcity, and effective purchasing power

•Demand for bigger homes soar in top India cities

•Market Comparison Method, Income Capitalisation Method, Cost Method, and Development Comparison method.

•Start by examining the prices of similar properties in the vicinity.