



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?



Persona's name
Short summary of the persona

Job Opportunities:
Areas with robust job
markets attract people
seeking employment,
which in turn increases
demand for housing
and can drive up
prices.

Economic Growth:
Strong economic
growth usually leads to
higher demand for
housing, as people
have more disposable
income to invest in real
estate.

Income Levels: Higher
income levels allow
people to afford more
expensive homes,
which can lead to
increased demand for
properties in certain
price ranges.

Location: Proximity
to amenities,
transportation,
schools, and job
centers significantly
impacts housing
prices.

Supply and
Demand: An
imbalance between
housing supply and
demand can lead to
price fluctuations.

Economic
Conditions:
Economic growth,
job opportunities,
and income levels
influence people's
ability to buy homes.

Pricing Strategy:
Set a competitive
yet realistic price
based on market
conditions and
property value.

Presentation:
Improve your
property's
appearance to
attract potential
buyers.

Timing: Consider
selling during
periods of higher
demand for a better
chance of fetching
a good price.

Inflation: Moderate
inflation can lead to
increasing wages,
but if housing prices
rise faster than
income, it can affect
affordability.

Population Growth:
Rapid population
growth can strain
housing supply and
drive up prices,
especially in areas with
limited available land.

Migration Patterns:
Inward migration
to an area can
increase demand
for housing,
impacting prices.



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?