



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?

The role of urban planners and regional governance is essential to remove the bottlenecks.

Demand side or supply side factors that can lead to runaway prices.

To prevent housing market bubbles, some regulators require higher contributions from home buyers in the form of equity.

The median house price is likely to be a more accurate indicator.

Suburbs that have similar properties tend to have similar sales prices.

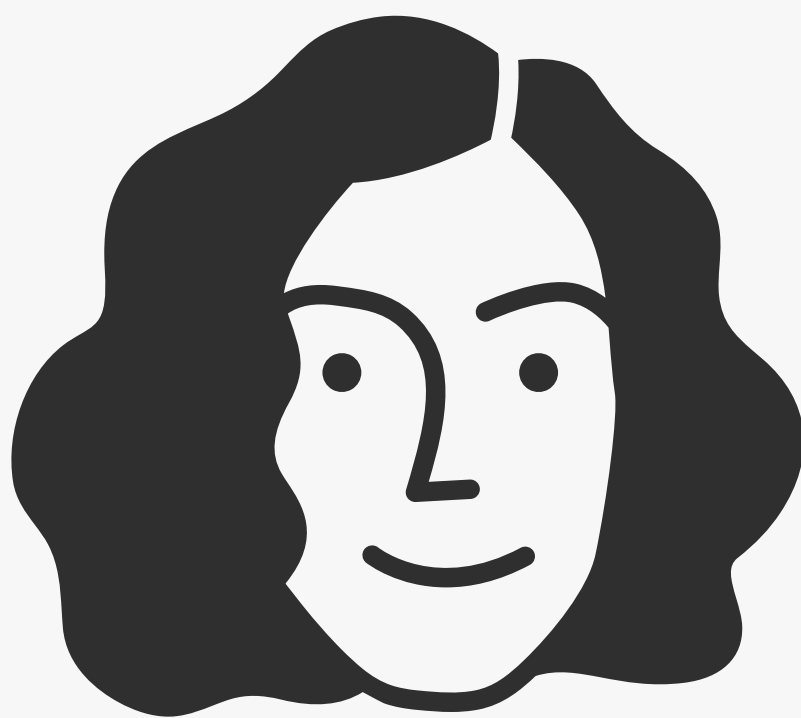
Even with the influx of new properties, prices in primary economic hotspots are skyrocketing.

Demand homes soars, prices follow suit.

Stable housing markets benefit all stakeholders.

The FHFA HPI serves as a timely accurate indicator of house price trends at various geographic levels.

Housing is a key input in economic, social, and civic development.



Persona's name

Short summary of the persona

Existing literature is concerned about the risk of a housing bubble due to relaxed credit norms.

Weak or non-existent mean reversion dynamics may prompt the intervention of policymakers.

Within the economy itself, the status of growth of a state can be judged.

Use social proof, leverage pricing psychology, highlight scarcity, simplify option, and consider the power of defaults.

Interventions could sometimes be designed to improve decision making and avoid choices that they would later regret.

There is a housing shortage which fails to meet the needs of a burgeoning population.

Anxious

Feels worried about investing causing her to take too many risks as approaches old age.

Analysis helps you identify how your customers decide on a product or a service.

House prices in many cities before that crisis.

Real and nominal house prices indices, and ratios of prices to rent and price to income.

Feels joy from watching the market ass an everyday hobby and wants to keep it that way.

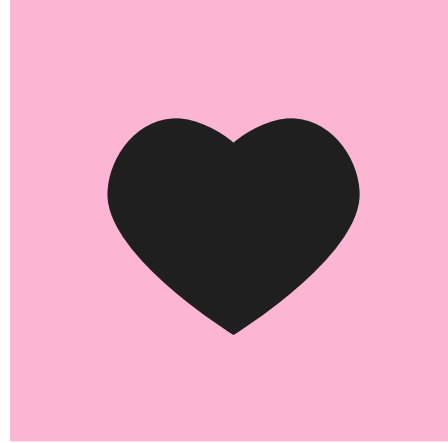
The number of vacant houses in the country remains staggeringly high.

Exited



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?