| STAGE     | STAGE 1: MORTGAGE PRE-APPROVAL   | STAGE 2: BEFORE BUYING   |  |   |  | STAGE 3: BUYING  |  |   |
|-----------|--|--|--|---|--|--|--|---|
| SUB-STAGE | 1A) GETTING PRE-APPROVAL   | 2A) HIRING AN AGENT  | 2B) DECIDING ON A LOCATION   | 2C) RESEARCHING OPTIONS   | 2D) SALES CENTER VISITS  | 3A) SIGN PURCHASE AGREEMENT  | 3B) CONSTRUCTION DELAY   | 3C) MOVE-IN   |
| ACTIONS   | Tim & Mary decide to buy a condo in Austin.  While Tim & Mary have available funds to purchase a condo outright, Tim & Mary's financial planner recommends they leverage current interest rates and finance the purchase through their bank.  Tim & Mary go to their bank where they bring all the necessary documents and fill out the application form to borrow an amount their planner has recommended.  Tim & Mary get a mortgage pre-approval within 24 hours. | Tim & Mary have used real estate agents in the past to find the homes they've lived in, but were not happy with their experience, Previously, their realtor presented options that didn't meet their needs or desires which prompted Tim & Mary to find their homes on their own and insisted the realtor arrange a showing,.  Being in San Diego, Tim & Mary decide to conduct their research ahead of finding an Austin realtor to expedite the process. | Tim & Mary would like to buy a condo near the UT campus to be close to Kim with easy access to restaurants and other entertainment. They hear that traffic in Austin is bad and would like to find a condo that is convenient to campus, but also easy to get to from the airport.  Tim & Mary Google terms such as: "Condos for sale near UT," "Best condos in Austin," "Hot new condos Austin"  Their searches lead to sites like Zillow, Highrises.com, Redfin, and various realtor websites. | Tim & Mary spend 2–3 hours a day on real estate websites and online property portals, but there are too many options.  They cannot understand which ones suit their lifestyle as all the property sites all have slick renderings and marketing language.  With the help of their Austin Realtor, Tim & Mary narrow their search down to a few properties and conduct site visits with their realtor when they are in Austin. | Tim & Mary visit 5 properties with their realtor. None of the properties check all of their boxes and some of them seem very similar to each other.  With all things being relatively equal (availability, amenities, etc), They narrow their choices to 2 properties and conduct a pros/cons comparison.  The Linden: Feels like them but they're concerned about buying sight unseen. It's close to UT and less expensive than property 2.  Property 2: They could walk through an actual unit and the building is settled, but it's further away from UT and the condo fees are high. | After a lot of deliberation, Tim & Mary decide to purchase a condo at Property 1, The Linden. Tim & Mary agree to the deposit terms, sign the purchase agreement and are made aware of the estimated occupancy date. | Three months after they sign the purchase agreement, they are notified there has been a delay in construction.  Since this condo will be a second home, Tim & Mary don't need to move in right away, but have some apprehension about when construction will be completed. | After enduring a couple of additional construction delays, Tim & Mary are finally able to move in to their brand new condo. |
| GOALS     | Find out how much they can borrow and estimate their monthly rate.   | Find someone who'll help them arrange showings and sales center visits.  | Find a great location, preferably not far from Kim and UT campus.  | Find a few options to choose from and learn more about them before visiting.  | Compare the properties they visited.   | Select property. Review the contract and discuss/change terms if needed.   | Find out the new estimated occupancy date.   | Make all necessary payments and move in as soon as possible.  |
| TOUCH     | Financial Bank Planner   | Websites Austin Realtor  | Aggregator Sites  Realtor Sites  Residence Sites   | Realtor Buildings   | Property 1 Property 2 Property 3 Property 4 Property 5   | Select Sign Agreement  | Notifications of Progress  | Notary Austin Realtor Bank Building   |
| FEELINGS  | Neutral ( = )  | Pensiveness ( – )  | Annoyance ( – )  | Anticipation ( = )  | Joy ( + )  | Anticipation ( = )   | Sadness ( – )  | Ecstasy ( +++ )   |
| PROBLEMS  | + Making time to gather materials and complete paperwork.  | + Previous experience with realtors<br>+ Researching locations that they are not familiar with   | <ul> <li>+ Research takes too much time</li> <li>+ Contradicting or outdated information</li> <li>+ Paradox of choice</li> </ul>   | <ul> <li>+ Uncertain they will like what they will see</li> <li>+ Short duration of time to visit lots of properties</li> </ul>   | + Concerned about buying a condo sight unseen  | + Unsure of the estimated occupation date  | + Unsure if there will be more delays  | + Move-in date is later than expected   |
| THOUGHTS  | I hate going to the bank and filling out this paperwork, but I'm excited about being close to Kim.   | I love imagining our lives in a new home, but I wish my realtor could understand what it is we are looking for.  | I don't know Austin at all. There are so many websites, some with contradictory or outdated information. What should we do?  | I'm excited to make the trip to Austin to visit these properties. What if I don't like any of them? We'll have to plan multiple trips.  | I love the renderings and the vision of The Linden. The builders and architect seem reputable. They presented enough information to make me feel comfortable with our decision.  | The estimated occupation date seems a little aggressive.  If they finish on time, I'll be pleasantly surprised!  | How many more delays will there be?  Did I make the right decision?  | We finally got to move in! Let's call Kim over for dinner!  |