

- Current State (Most important to least important)
 - Rented flat with **limited sense of security.**
 - i. They're afraid of going out at night.
 - ii. They're afraid of sending their kids out alone.
 - iii. They're constantly on edge.
 - Rented flat with **Limited control over living conditions.**
 - i. Daily water supply issues, very frustrating.
 - ii. Electricity issues, also very frustrating.
 - Rented flat with **No long-term stability.**
 - i. Anxious and stressed that they will have to move.
 - ii. Constantly worried about rent.
 - Rented flat with **Low status in the tribes (friends, family, colleagues).**
 - i. They feel disrespected by their tribe for not owning a house.
 - ii. They feel insecure and looked down upon for not owning a house.
 - Rented flat with **Low self-esteem.**
 - i. They feel worthless for not owning a house.
- Dream State (Most important to least important)
 - Owned flat with **Increased sense of security.**
 - i. **24/7 security guard.**
 - ii. They feel safe to go out at night in the society space.
 - Owned flat with **Increased control over living conditions.**
 - i. **24/7 water supply.**
 - ii. **24/7 electricity.**
 - Owned flat with **Long-term stability.**
 - i. Feeling peaceful and stable.
 - ii. Can send kids to local schools without worrying about having to move.
 - iii. Can build deep relationships with the local community.
 - Owned flat with **High status in the tribes (friends, family, colleagues).**
 - i. They feel respected in their tribes for owning a house.
 - Owned flat with **High self-esteem, a sense of pride and accomplishment.**
 - i. They feel proud and accomplished for owning a house.

- Roadblocks
 - Financial constraints. Buying a flat is expensive.
 - Buying a flat with a loan is difficult and complicated.
 - Moving in takes time and effort.
 - What if I'm not happy and want to move somewhere else later on?
- Solutions
 - Buy a flat with a mortgage.
 - Hire a loan consultant to handle the technicalities for you.
 - Hire someone who can help you move quickly and effortlessly.
 - **Buy a flat with appreciating value, so that it can be sold later on, or rented out.**
- Product
 - Buy apartment flats in Burari
 - i. **Full loan services without needing to involve external parties.**
 - ii. **Help you move without needing to involve external parties.**
 - iii. **Easy to resell later because of appreciating value.**
 - iv. **Easy to rent.**
 - v. **Burari is a developing area.**
 - vi. Variety: 2BHK, 3 BHK and 4BHK available.
 - vii. Reasonable current prices.
 - viii. All basic facilities available in the society, including plenty of parking space.
 - ix. Schools, hospitals, gyms, local markets and other facilities nearby.
 - x. Easily accessible public transport.
 - plenty of e-rickshaws and buses.
 - Burari metro station is being constructed right now.
 - xi. Clean, safe and peaceful area.
- Market Awareness
 - Level 1 - Problem unaware
 - Reason - We're catching them with FB ads, where they're mindlessly scrolling.
 - **Need to quickly turn their brain on and bring them to level 3, which is their real market awareness. Then take them to level 4 and persuade them to click.**
 - **Level 3 - Solution Aware**
 - **Everybody knows society flats exist. They're everywhere.**
 - **They don't know about this particular society in Burari.**
- Market Sophistication
 - **Between stage 4 and 5, leaning towards level 4.**

- Logically, it should be level 5, because real estate is so old and exists everywhere.
- But stage 4 tactics work in advertisements, so it has not moved to stage 5 yet.