



Use the following beliefs to guide your marketing message. Use the example triggers for content ideas.

Security and Stability — Owning real estate is seen as a strong investment towards a secure and financially stable future.

- **Trigger Step 1:** Growing up in a rented apartment
Emotion: Desire for a sense of permanence and stability
- **Trigger Step 2:** Experiencing the stress of moving frequently
Emotion: Feeling unsettled and uncertain about the future
- **Trigger Step 3:** Hearing success stories of people who achieved financial stability through real estate investments
Emotion: Inspiration and hope for a better future
- **Trigger Step 4:** Researching the benefits of real estate ownership
Emotion: Excitement and motivation to take control of financial future
- **Trigger Step 5:** Attending a seminar on real estate investment strategies
Emotion: Increased confidence and belief in the power of real estate as an investment
- **Trigger Step 6:** Witnessing friends and family achieving financial security through real estate investments
Emotion: Envy and desire to replicate their success
- **Trigger Step 7:** Saving diligently and exploring potential real estate opportunities
Emotion: Anticipation and eagerness to make the investment
- **Trigger Step 8:** Purchasing the first property and experiencing the pride of homeownership
Emotion: Sense of accomplishment and increased confidence

- **Trigger Step 9:** Realizing the financial benefits of real estate ownership, such as rental income and property appreciation
Emotion: Relief and satisfaction in achieving financial stability
- **Trigger Step 10:** Sharing success stories with others and becoming a role model for financial stability
Emotion: Fulfillment and pride in helping others achieve their financial goals

Freedom of Personalization — The belief that owning a property allows one the freedom to customize and control their living space according to personal tastes and needs.

- **Trigger Step 1:** Growing up in a rented apartment
Emotion: Feeling limited and restricted
- **Trigger Step 2:** Visiting a friend's house and being amazed by its unique design
Emotion: Inspired and envious
- **Trigger Step 3:** Saving money diligently
Emotion: Hopeful and determined
- **Trigger Step 4:** Attending a home design workshop
Emotion: Excited and empowered
- **Trigger Step 5:** Purchasing a property
Emotion: Elation and anticipation
- **Trigger Step 6:** Starting the customization process
Emotion: Thrilled and engaged
- **Trigger Step 7:** Transforming the living space to reflect personal tastes
Emotion: Content and satisfied
- **Trigger Step 8:** Realizing the immense joy of living in a space tailored to personal needs
Emotion: Empowered and fulfilled

Pride of Ownership — The emotional satisfaction and pride coming from owning a home, which is often viewed as a milestone in personal achievement.

- **Trigger Step 1:** Growing up in a small rented apartment
Emotion: Feeling cramped and limited
- **Trigger Step 2:** Seeing friends and family buy their own homes
Emotion: Feeling envious and left behind

- **Trigger Step 3:** Attending a housewarming party
Emotion: Feeling inspired by the joy and sense of accomplishment
- **Trigger Step 4:** Saving money and researching homeownership
Emotion: Feeling motivated and determined
- **Trigger Step 5:** Finding the perfect home and getting approved for a mortgage
Emotion: Feeling excited and hopeful
- **Trigger Step 6:** Moving into the new home
Emotion: Feeling a sense of freedom and relief
- **Trigger Step 7:** Decorating and personalizing the space
Emotion: Feeling a sense of ownership and identity
- **Trigger Step 8:** Hosting family and friends for gatherings
Emotion: Feeling a sense of pride and accomplishment
- **Trigger Step 9:** Celebrating the first anniversary of homeownership
Emotion: Feeling grateful and content

Fear of Missing Out (FOMO) — The anxiety that arises from seeing others buy homes, promoting a sense of urgency to not get left behind in attaining a similar lifestyle.

- **Trigger Step 1:** Seeing a friend post pictures of their new home on social media
Emotion: Intrigue
- **Trigger Step 2:** Noticing the positive comments and admiration received by the friend
Emotion: Envy
- **Trigger Step 3:** Starting to compare own living situation to the friend's
Emotion: Insecurity
- **Trigger Step 4:** Seeing more friends and acquaintances buying homes
Emotion: Anxiousness
- **Trigger Step 5:** Feeling left behind and pressured to catch up
Emotion: Uneasiness
- **Trigger Step 6:** Constantly browsing real estate listings and attending open houses
Emotion: Restlessness
- **Trigger Step 7:** Making impulsive decisions to buy a home out of fear of missing out
Emotion: Desperation
- **Trigger Step 8:** Experiencing financial strain and regret for rushing into the decision
Emotion: Regret

- **Trigger Step 9:** Realizing that true fulfillment comes from personal happiness, not societal expectations
Emotion: Clarity
- **Trigger Step 10:** Recognizing the importance of making well-informed decisions based on individual needs and goals
Emotion: Contentment

Legacy Building — The desire to own real estate as a way to provide for one's family and to leave a tangible asset as part of their legacy.

- **Trigger Step 1:** Starting a family
Emotion: Excitement
- **Trigger Step 2:** Feeling the responsibility to provide for the family
Emotion: Determination
- **Trigger Step 3:** Realizing the importance of financial stability
Emotion: Concern
- **Trigger Step 4:** Learning about the power of real estate investment
Emotion: Curiosity
- **Trigger Step 5:** Seeing friends and family succeed through real estate
Emotion: Inspiration
- **Trigger Step 6:** Understanding that real estate can generate passive income
Emotion: Hope
- **Trigger Step 7:** Recognizing the long-term value of real estate assets
Emotion: Optimism
- **Trigger Step 8:** Wanting to give their family a secure future
Emotion: Dedication
- **Trigger Step 9:** Deciding to invest in real estate to build a legacy
Emotion: Determination
- **Trigger Step 10:** Taking the first steps towards real estate ownership
Emotion: Excitement