



ACTV

Your Trusted Property Agency

Ariffin
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Vee Vian



CLIENT BACKGROUND



JASON PITTMAN

01 Profile

- 35 years old
- Single, Getting married
- Plan to have 3 kids
- Annual income, USD90k

02 Past Transaction

- bought a house at HKRidge
- in year 2014
- Agent: Herman Sherlock



THE HOUSE

01

Ames, IA
2222, Hamilton Dr.
NorthRidge Height

02

Bought at USD 200k
Present value at USD 277k

03

- 2,115 square feet
- 0.18 acres
- 3 bedrooms
- 4 total baths
- **House : Average -- Good**
- **Garage : Average**
- **Basement : Average**



Situation

Want to optimize the selling price of his house so that he can have more fund to start off a new chapter in his life - marriage



Complication

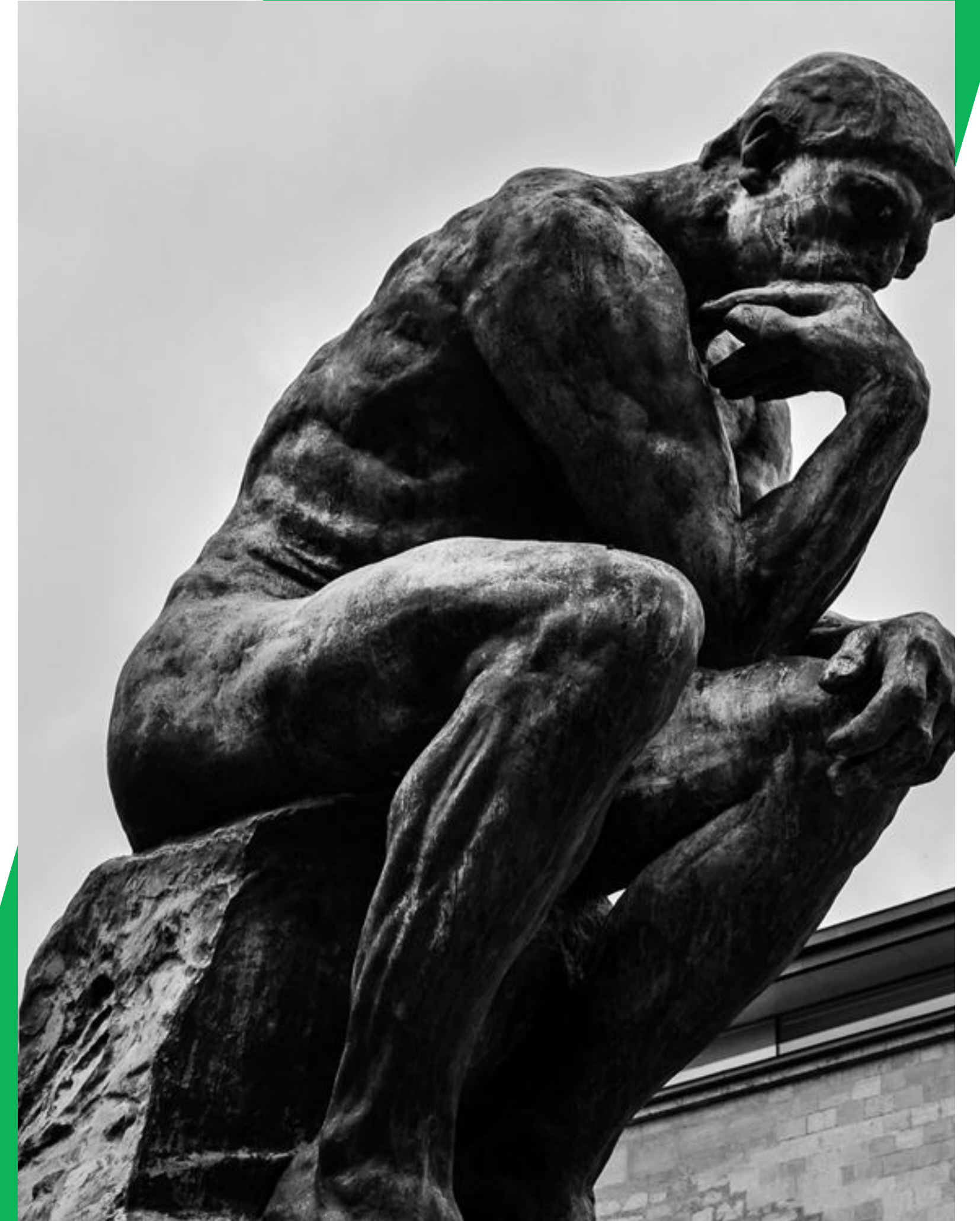
Have a limited renovation budget and do not have the domain knowledge.

PROBLEM STATEMENT

By tapping into our domain & machine learning expertise,

How might we apply our “**State-of-the-Art**”
model while taking his **renovation budget** into account

So that we can help to **maximize Jason’s**
Home ROI



OUR MISSION



Identify the potential house features to improve.



Increase the potential selling value by looking into our research & model analysis.



Aim to maximise his returns from renovating the house with the set aside budget, ~USD20k

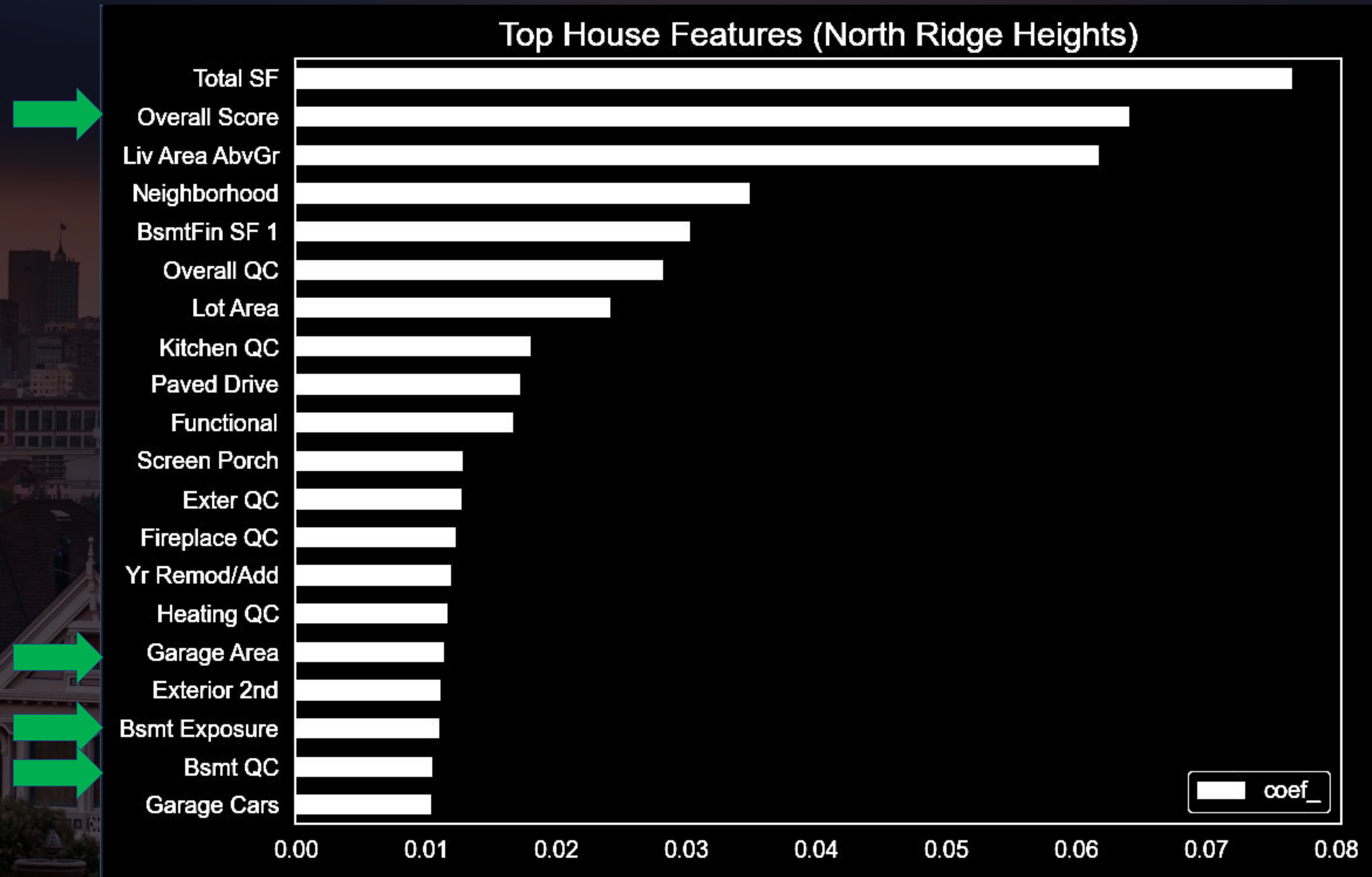


OVERVIEW OF AMES CITY

- Population: 66,023
- Area size: 71.69 km²
- Median House Value: \$205,900
- Top Employer: Iowa State University (16,811)



RELEVANT FEATURES



3 RECOMMENDATIONS

Many Features could be improved , but based on our ground assessment....

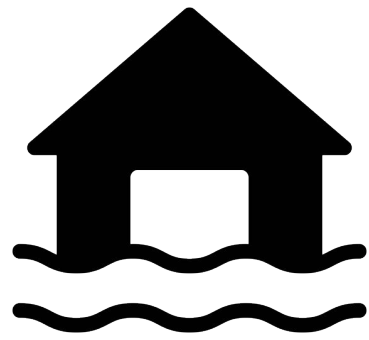
01 Overall House Condition

02 Garage

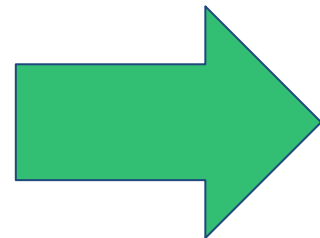
03 Basement



01 OVERALL HOUSE CONDITION



\$277k

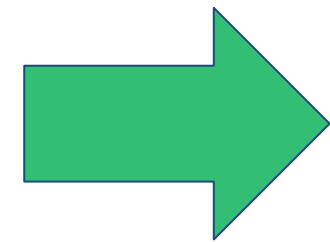


\$298k (A)

\$310k (B)



02 GARAGE

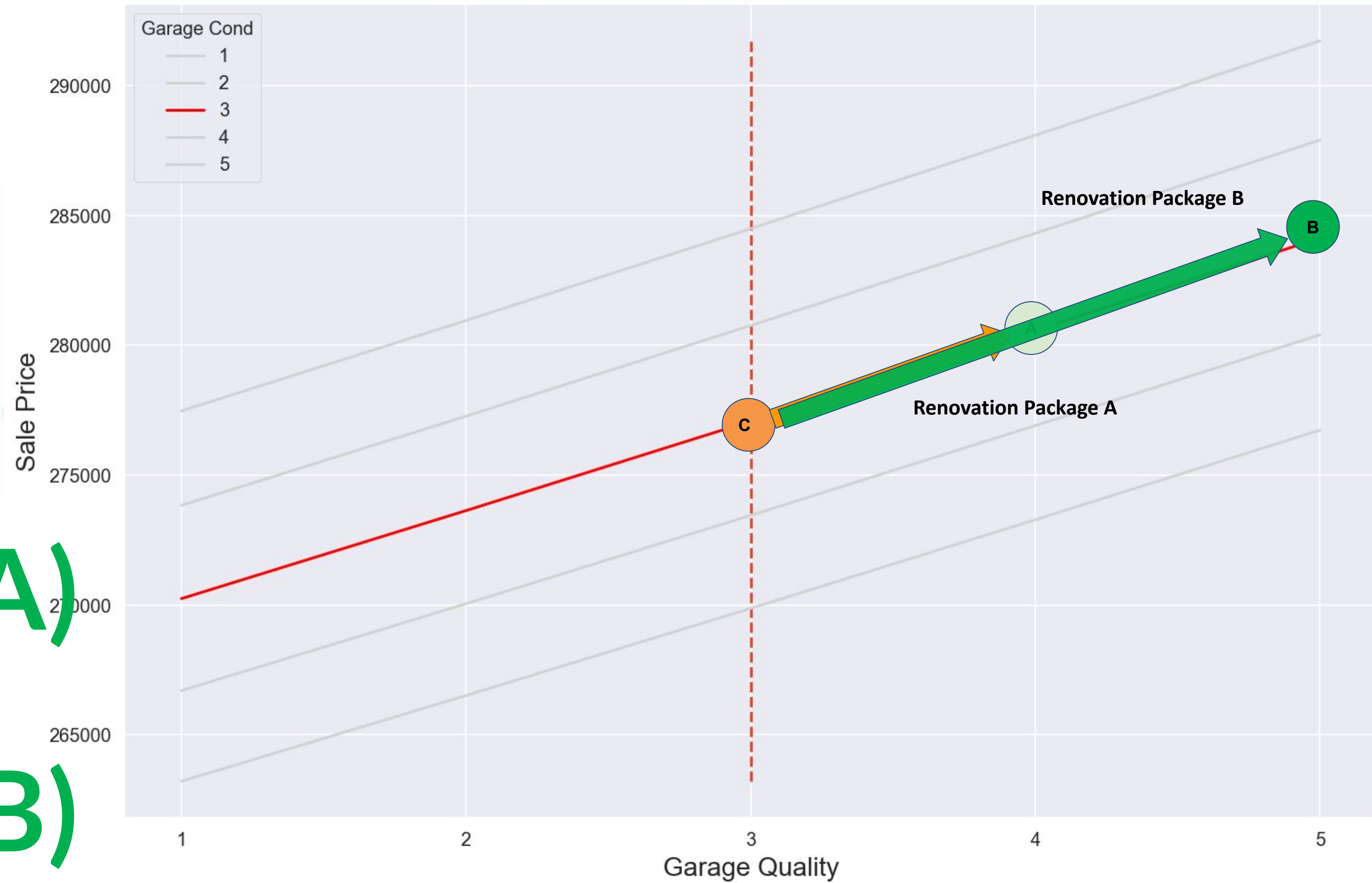


\$277k

\$281k(A)

\$285k (B)

Garage Exposure & Quality vs Predicted Sale Price

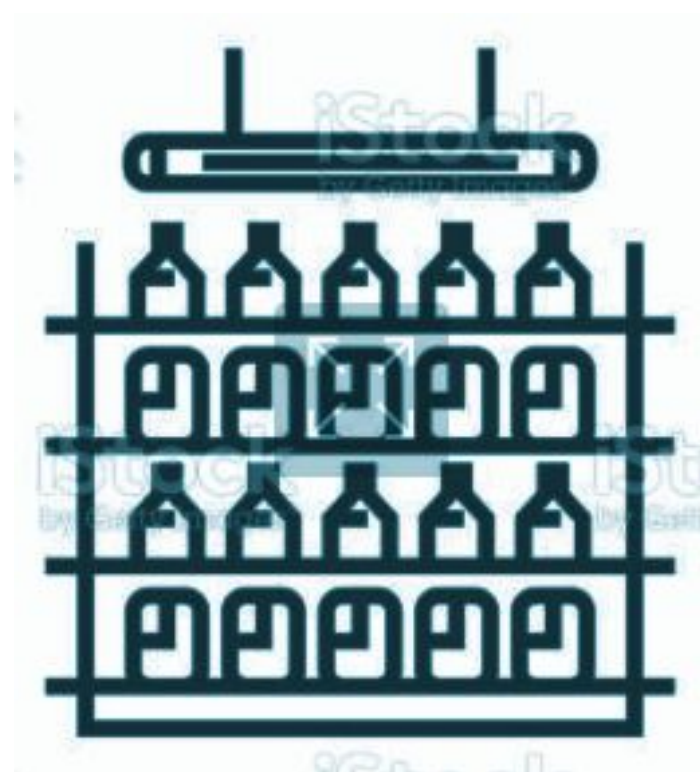
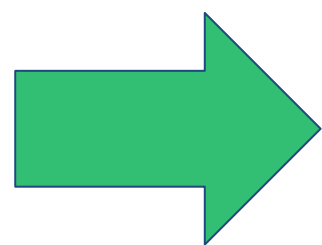




03 BASEMENT CONDITION

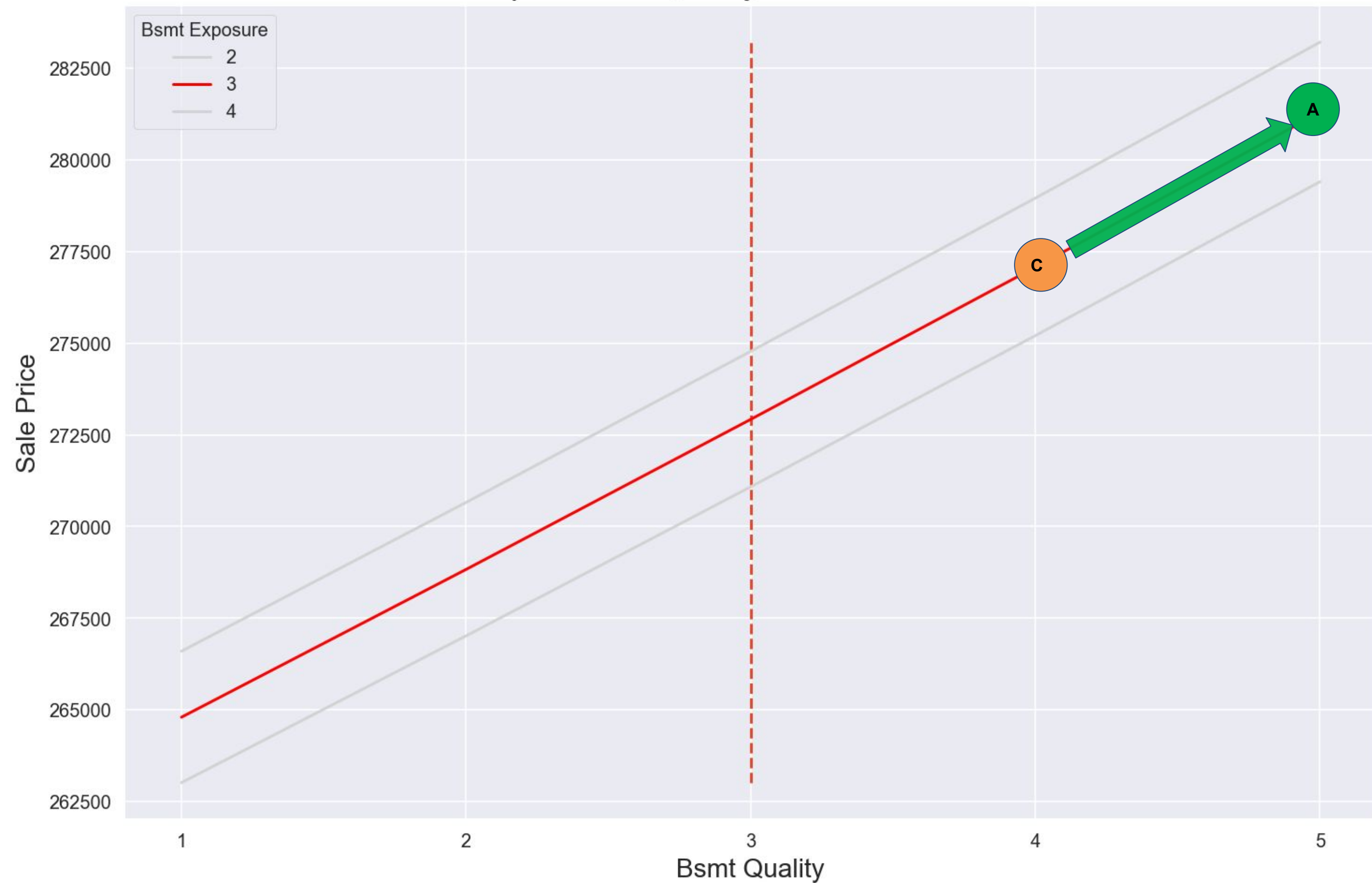


\$277k



\$281k

Bsmt Exposure & Quality vs Predicted Sale Price



THE SOLUTION

	Current Condition	Package A	Package B
Estimated Budget		~15K USD	~40K USD
House Condition	5	7	8
Garage	3	4	5
Basement	4	5	5
Predicted Sale Price	\$277,000	\$306,000	\$340,000
Net ROI		4.6%	8.3%

Jason Final’s Decision?

Package B with 8.3% Net ROI!



NEXT STEP

We understand your financial pain point!

- Subscribe to our Interior Design & Model Service
- Minimize Renovation Cost , Maximise Sale Price
- Optimising your Net ROI



GET IN TOUCH



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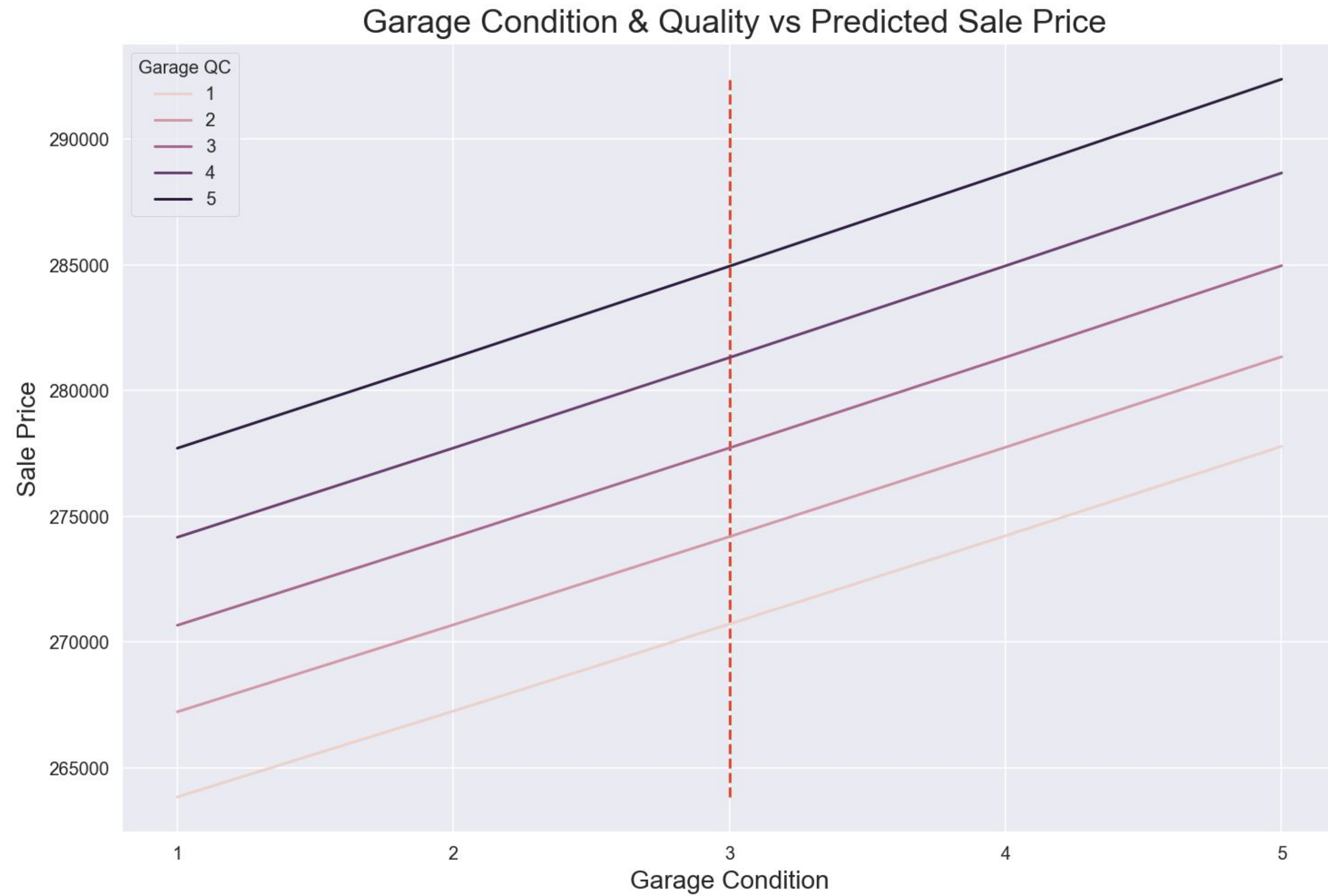


| THANK YOU

APPENDIX



APPENDIX



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