

# Urban Farm Club Goes King County WA

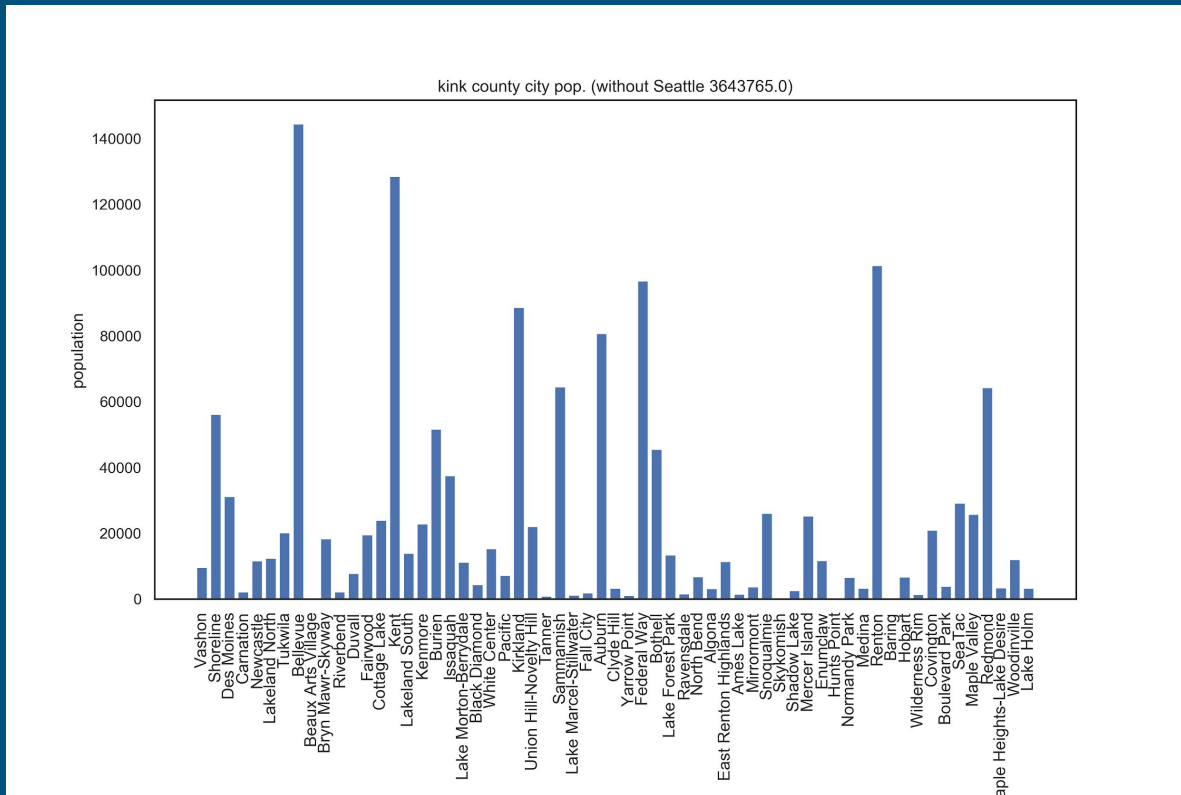
Find HQ targeted City and  
House marked

# Urban Farm Club - House Price situation

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- Urban Farming Club offers Houses with Master Farmer for members to enjoy growing Farming goods - in their free time close to the city
- We like to build up a network in Kings county
  - Finding a good HQ position
  - Based on possible available Houses
- Find cities that are good to attract members based on population
- Analyses of affordable houses with outdoor space near these cities
- Analyses of parameters that impact the house price
  - This will help estimating prices for Master Farmer investment plans

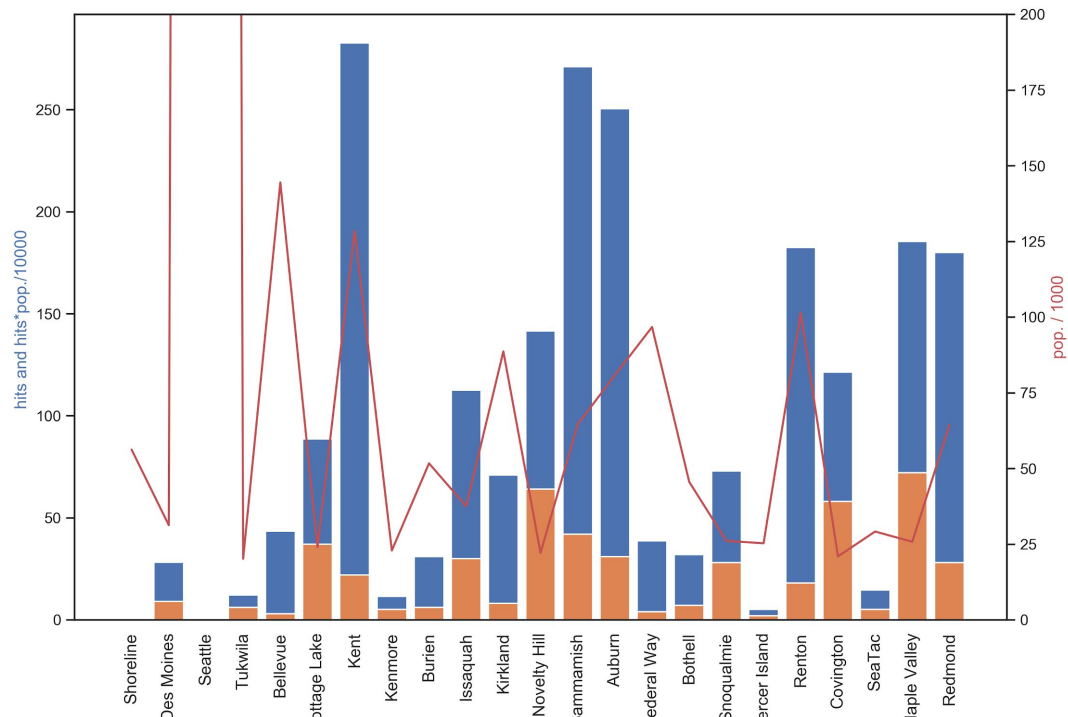
# Find the right city - citys with pop. 20k+



# Find the right city - possible option for Houses

Price < 1.2 M \$  
Lot > 12000 m<sup>2</sup>  
Dist. to city < 10km  
City with high pop.  
High probability  
to find a house

- > Auburn
- > Kent
- > Sammamish
- > Maple Valley
- > Renton



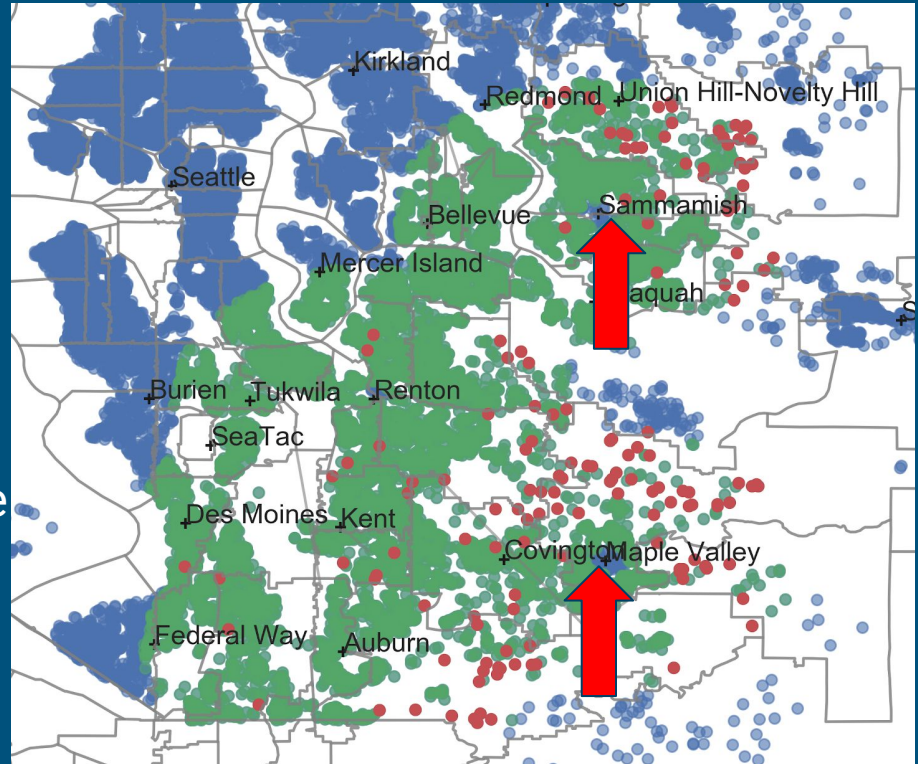
# Find the right Arrayer - look at the Map

The market in general is not bad

But the market is small

Urban Farm houses

For a first HQ **Sammamish** or  
**Maple Valley** could be a good choice

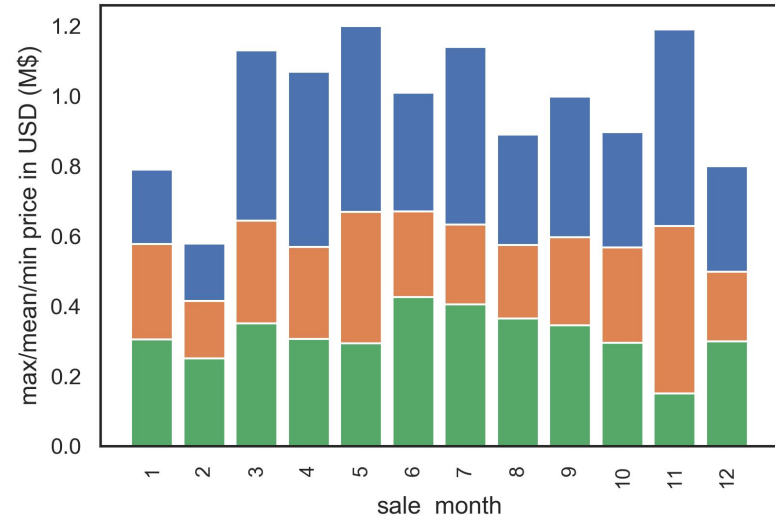


# Market for finding Club Houses

Finding houses (Price < 1.2 M \$ Lot > 12000 m<sup>2</sup>) comparing all houses sold between 2014-2015 in the target range the interesting object could have portion lower than 2% - this is a challenge

But there are offers around the year and prices are reasonable stable.

This could be well enough for our expansion rate



# Helping Master Farmer to find a House

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To assist the Master Farmer in getting a good feeling for investment likely to come up:

We created a Model that is able to predict the price point in average with error of 15%, (this might be improvable with but can be taken to create member informations)

The model can process the following parameter to give a price estimation living space of the house, number of bathrooms, year of built, years since last renovation, the King County Housing Grade, Distance to some Cities inc. Seattle

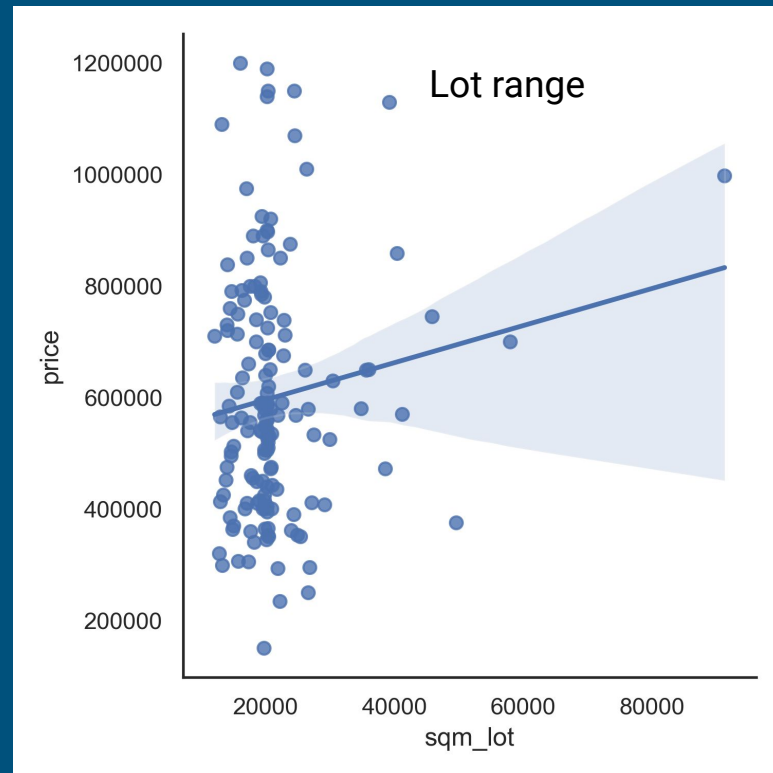
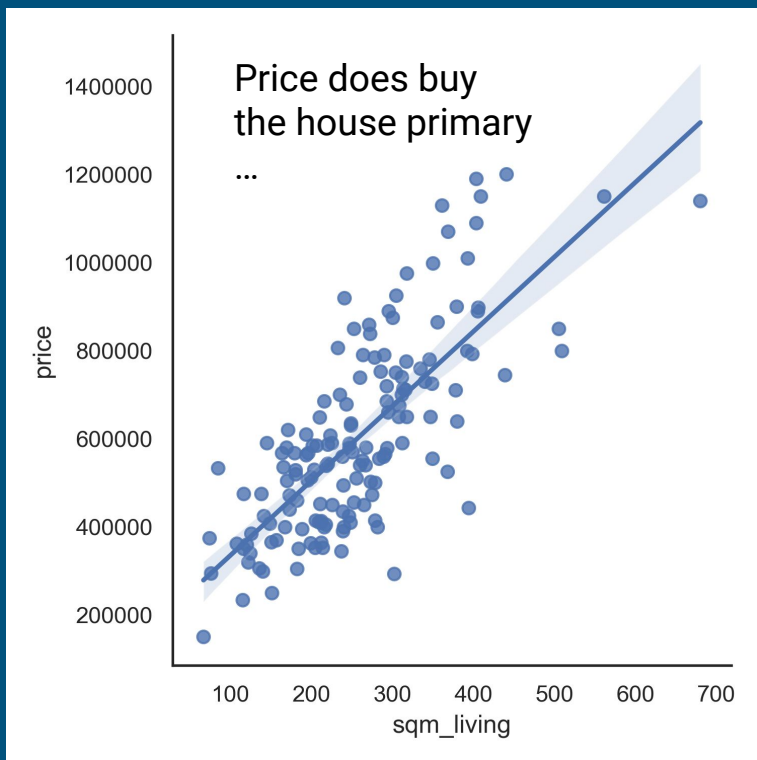
# What does the Model tell us

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Parameter	Relative Impact and direction
living space of the house	++ Price increase
number of bathrooms	+++ Price increase
year of built (age)	++ Price increase
years since last renovation	+ Price reduces
the Kink County Housing Grade	+++ Price increase
Distance to Seattle, Auburn, Sammamish, Maple Valley	+ Price reduces
Distance to Kent, Renton	+ Price increase



# Some view on the data - space



# Conclusion

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- The King County market offers possibilities for price and size of Urban Farming for every one
- Target HQ cities are **Sammamish or Maple Valley**
- We can offer Master Farmers a price estimation for the related part of the investment and a preferred region
- Baseline understanding of the Market is established to move forward with the project **Urban Farming Club - goes King County**

# Backup

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## Residential Building Grades

Grades 1 - 3	Falls short of minimum building standards. Normally cabin or inferior structure.
Grade 4	Generally older low quality construction. Does not meet code.
Grade 5	Lower construction costs and workmanship. Small, simple design.
Grade 6	Lowest grade currently meeting building codes. Low quality materials, simple designs.
Grade 7	Average grade of construction and design. Commonly seen in plats and older subdivisions.
Grade 8	Just above average in construction and design. Usually better materials in both the exterior and interior finishes.
Grade 9	Better architectural design, with extra exterior and interior design and quality.
Grade 10	Homes of this quality generally have high quality features. Finish work is better, and more design quality is seen in the floor plans and larger square footage.
Grade 11	Custom design and higher quality finish work, with added amenities of solid woods, bathroom fixtures and more luxurious options.
Grade 12	Custom design and excellent builders. All materials are of the highest quality and all conveniences are present.
Grade 13	Generally custom designed and built. Approaching the Mansion level. Large amount of highest quality cabinet work, wood trim and marble; large entries.