
Flipping Real Estate

 **Zillow** PREMIER AGENT™

By Bradley Azegele for Zillow

Overview

The housing market is seeing an influx of new customers looking for affordable yet comfortable real estate. To fail to heed to the market call would be detrimental to us.

What are people buying?

Waterfronts

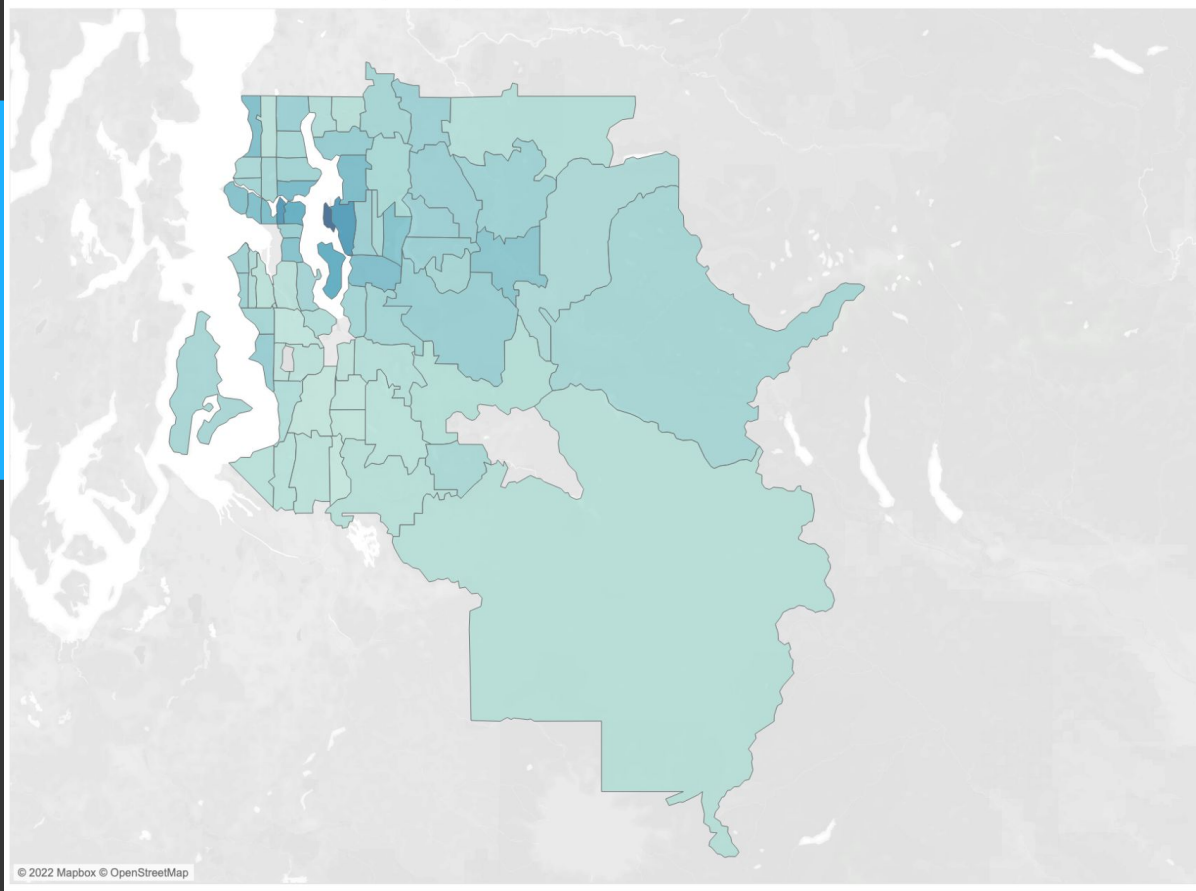
Good grades

Views

(graphs on each movie type on next page)

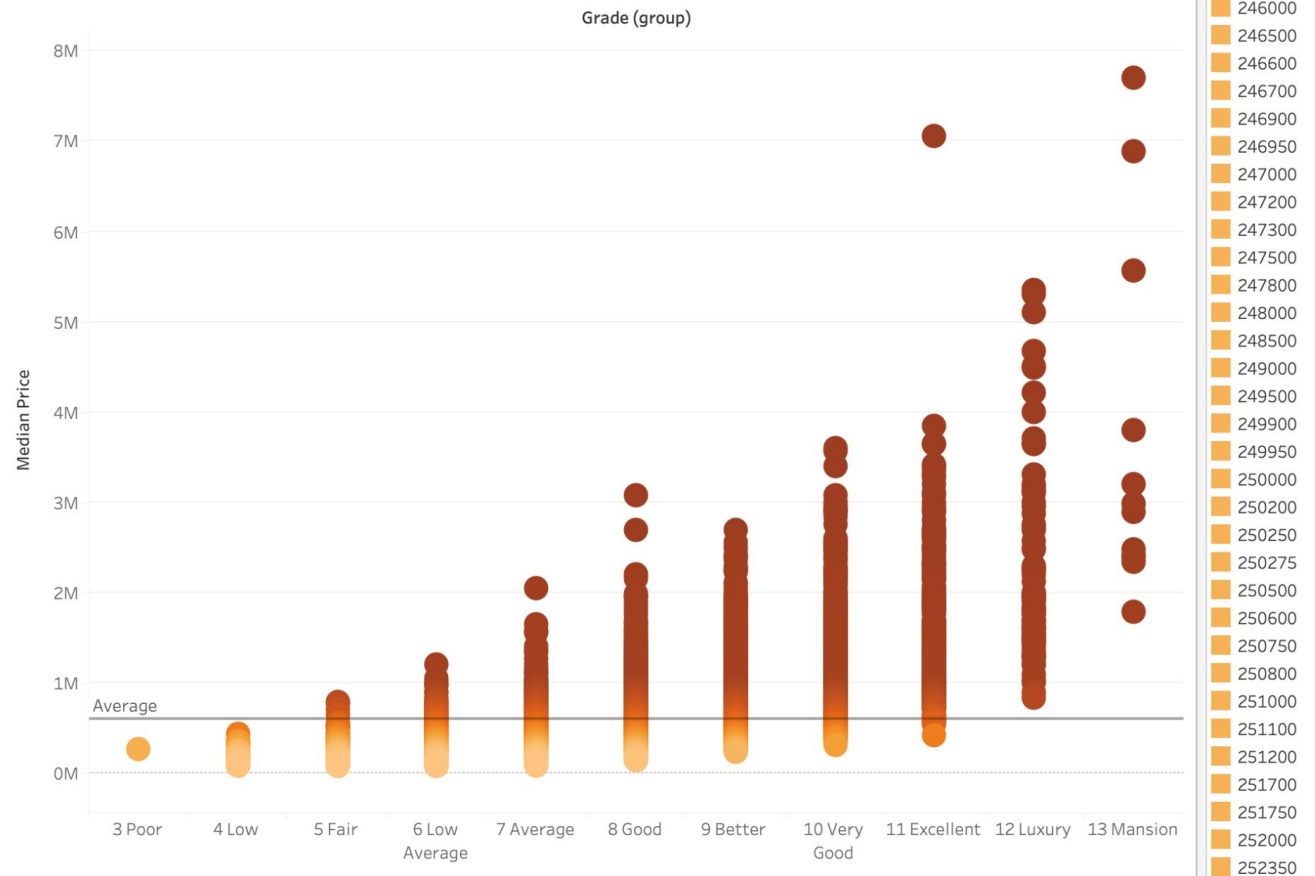
Waterfronts

Standard Deviation of Price per ZipCode



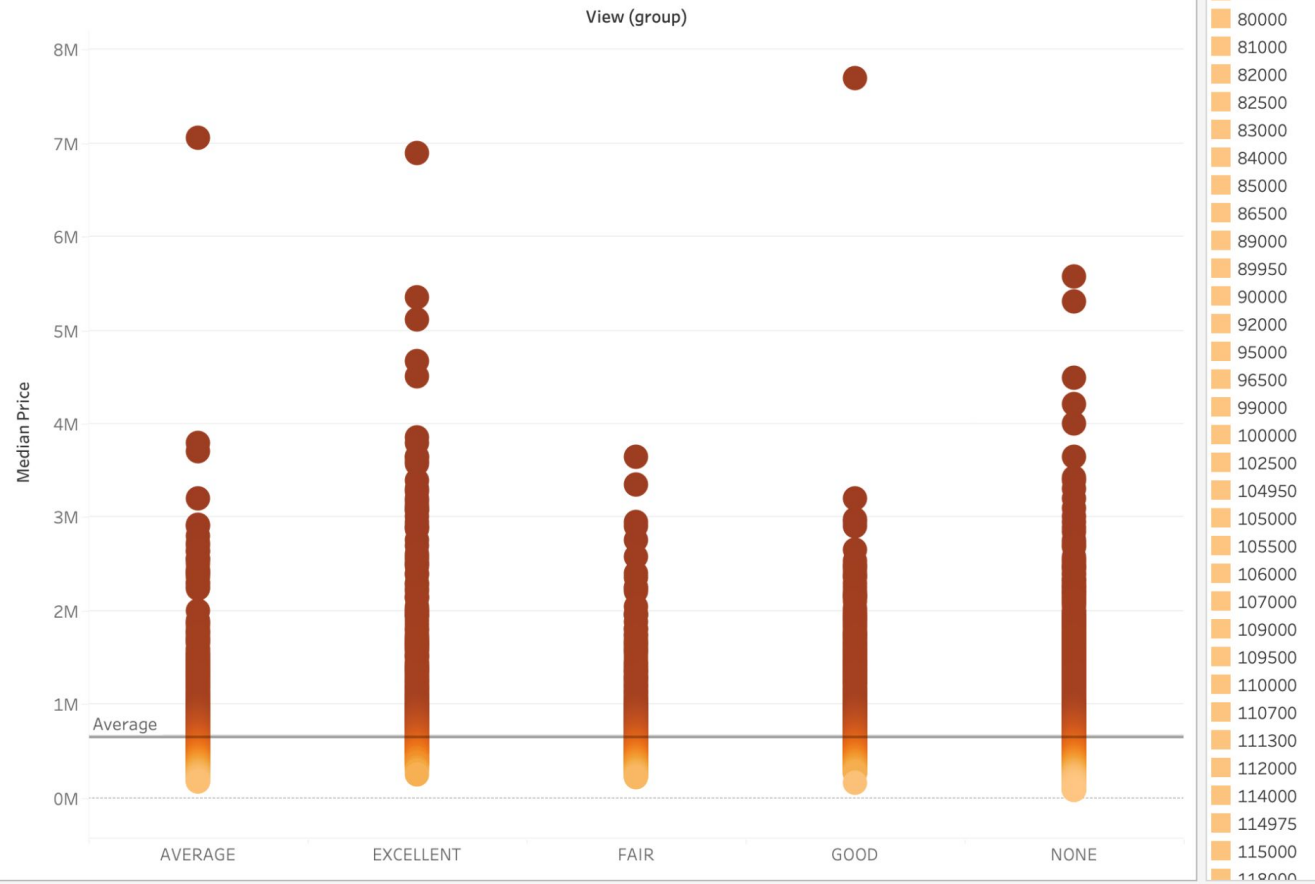
Good Grade

Median Price Per Grade Rating



Views

Median Price Per View Rating



How can we tap into the Flipping Real Estate Market?



Action Plan

→ **Which?**

Undervalued houses

→ **Where?**

Locations with most potential.

→ **How?**

Identification of best candidates.

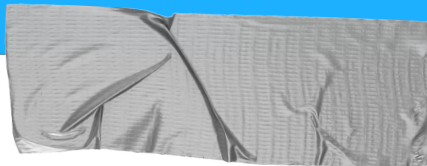
Product Development

1. Identification.
2. Renovation.
3. Advertising.



Tip

Organic growth through **User Retention** is far more effective than targeted advertising.



1. Identification

We highlighted the types of houses people are buying, now to sell them ourselves:

→ **Where**

From our analyses, Bellevue has the best selling houses.

→ **Who**

Real estate agents who will ensure we get the best selling prices.

Most and least
pivotal effects
on price

Correlation Matrix

F1	Price	Bathrooms	Bedrooms	Floors	Sqft Above	Sqft Basement	Sqft Living	Sqft Living15	Sqft Lot	Sqft Lot15
bathrooms	0.526	1.000	0.515	0.503	0.687	0.278	0.756	0.570	0.088	0.088
bedrooms	0.309	0.515	1.000	0.178	0.479	0.297	0.578	0.393	0.032	0.031
floors	0.257	0.503	0.178	1.000	0.524	-0.242	0.354	0.280	-0.005	-0.011
price	1.000	0.526	0.309	0.257	0.605	0.321	0.702	0.585	0.090	0.083
sqft_above	0.605	0.687	0.479	0.524	1.000	-0.051	0.876	0.732	0.184	0.195
sqft_basement	0.321	0.278	0.297	-0.242	-0.051	1.000	0.429	0.199	0.015	0.016
sqft_living	0.702	0.756	0.578	0.354	0.876	0.429	1.000	0.756	0.173	0.184
sqft_living15	0.585	0.570	0.393	0.280	0.732	0.199	0.756	1.000	0.145	0.184
sqft_lot	0.090	0.088	0.032	-0.005	0.184	0.015	0.173	0.145	1.000	0.718
sqft_lot15	0.083	0.088	0.031	-0.011	0.195	0.016	0.184	0.184	0.718	1.000

Measure Values





P.S

Their TBR report features 7 10 out of 10 grades.

Meet:

Hao Dang - The Hao Dang Team.

With his exceptional negotiation skills, commitment and reliability to buying, selling and renting homes. He has formed a team of passionate and knowledgeable 5 star agents.

Meet:

Aqua Real Estate.

A full service company that has specialized in resell of waterfront properties with exceptionally quick sell times and state of the art marketing techniques.



P.S

They have been in business since 1996 and have more than 5 10/10 TBR reports.



2. Renovation

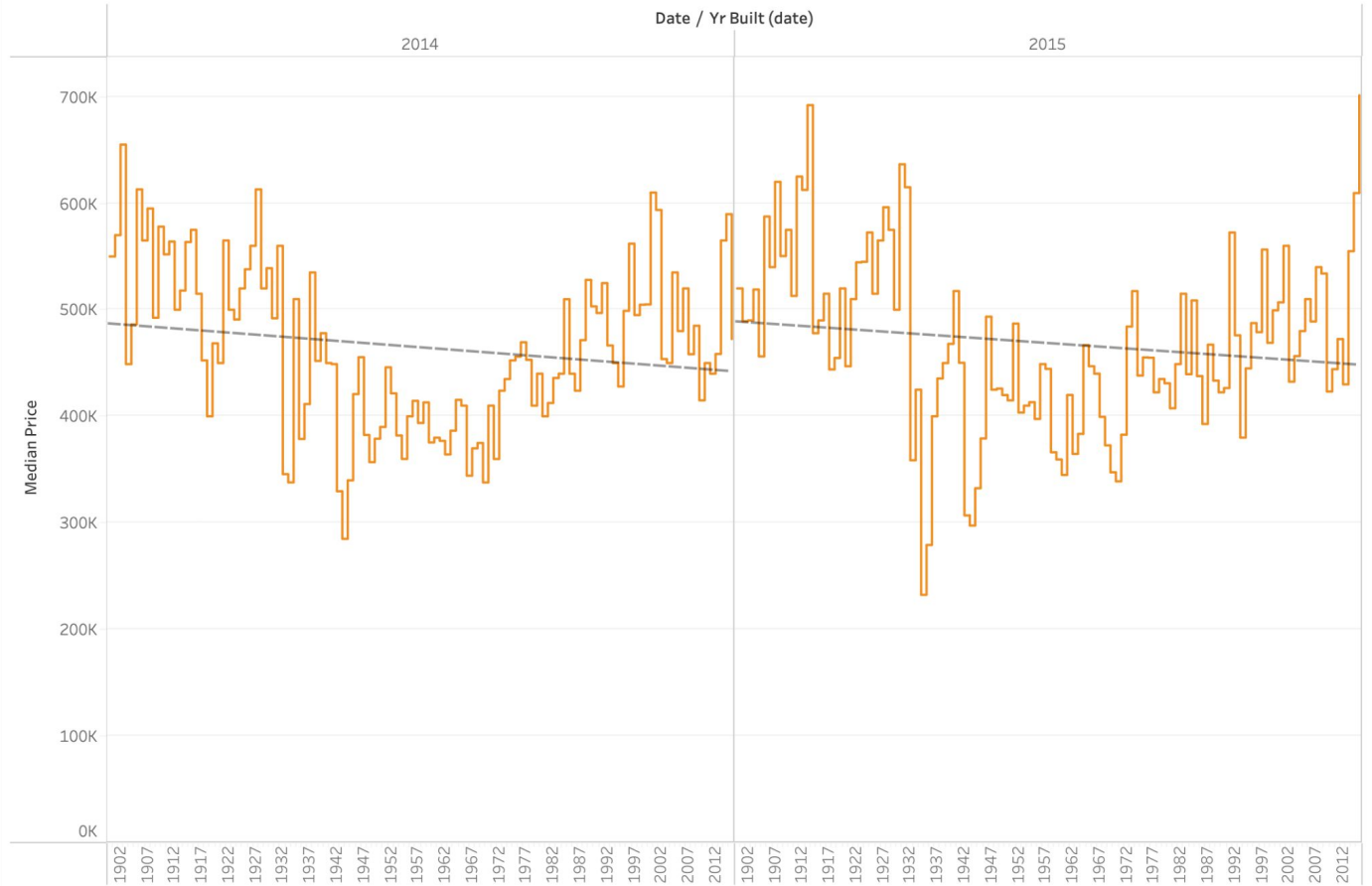
From our analyses we derived that houses that were more recently renovated tend to sell better.

This opens up the opportunity to acquire older cheaper housing that when resold yield higher profit margins in comparison to newer built and renovated houses.

The aforementioned Agents bear the ability to oversee renovation activities from material acquisition to construction.

Effect of Price on Year Built

Price to year Built and Date sold



– Closing

Should we as a company family purpose to embark on Flipping Real Estate, we shall further extend our product portfolio and widen our arms to welcome new members into our family.

The projected profit margins from renovations range from 20% to 50% per property as projected by our statistical models.

Further details on the analyses can be found [here](#).

THANK YOU!

Q&A



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