Unlocking Property Potential with Predictive Pricing

Old Town Ames, Iowa

Objective:

- The housing market in Ames has definite investment potential, with many quality homes for reasonable prices in an in-demand area.

How can we identify prime investment opportunities at scale?

Forecasting Pricing
to identify in-demand features

By identifying which features cause the largest increase in list price, we can determine which properties posess the greatest investment potential.
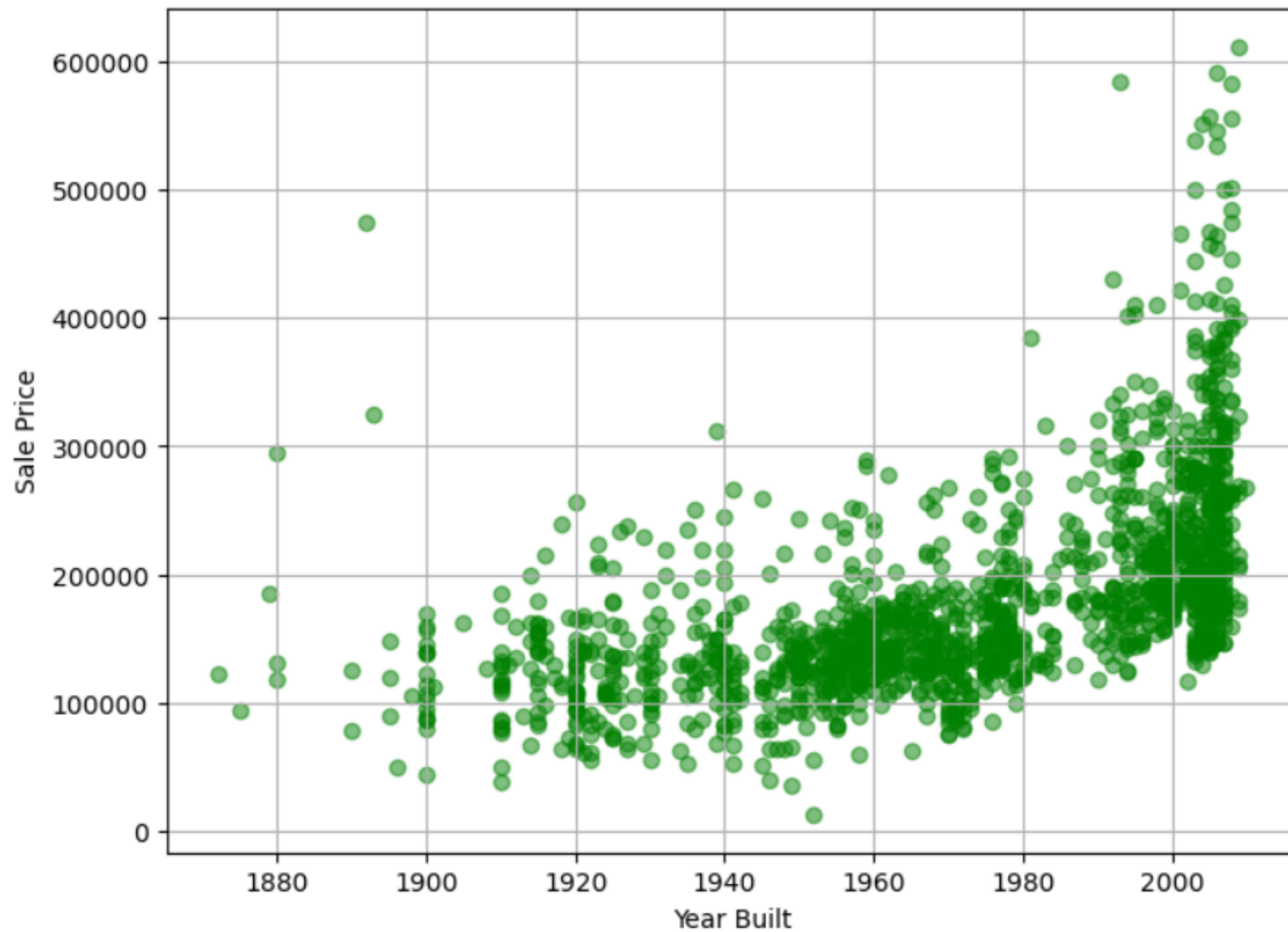
Our Findings

The features in a home that had the greatest impact on sale price include:

- Overall Quality
- Number of Full bathrooms
- Number of fireplaces
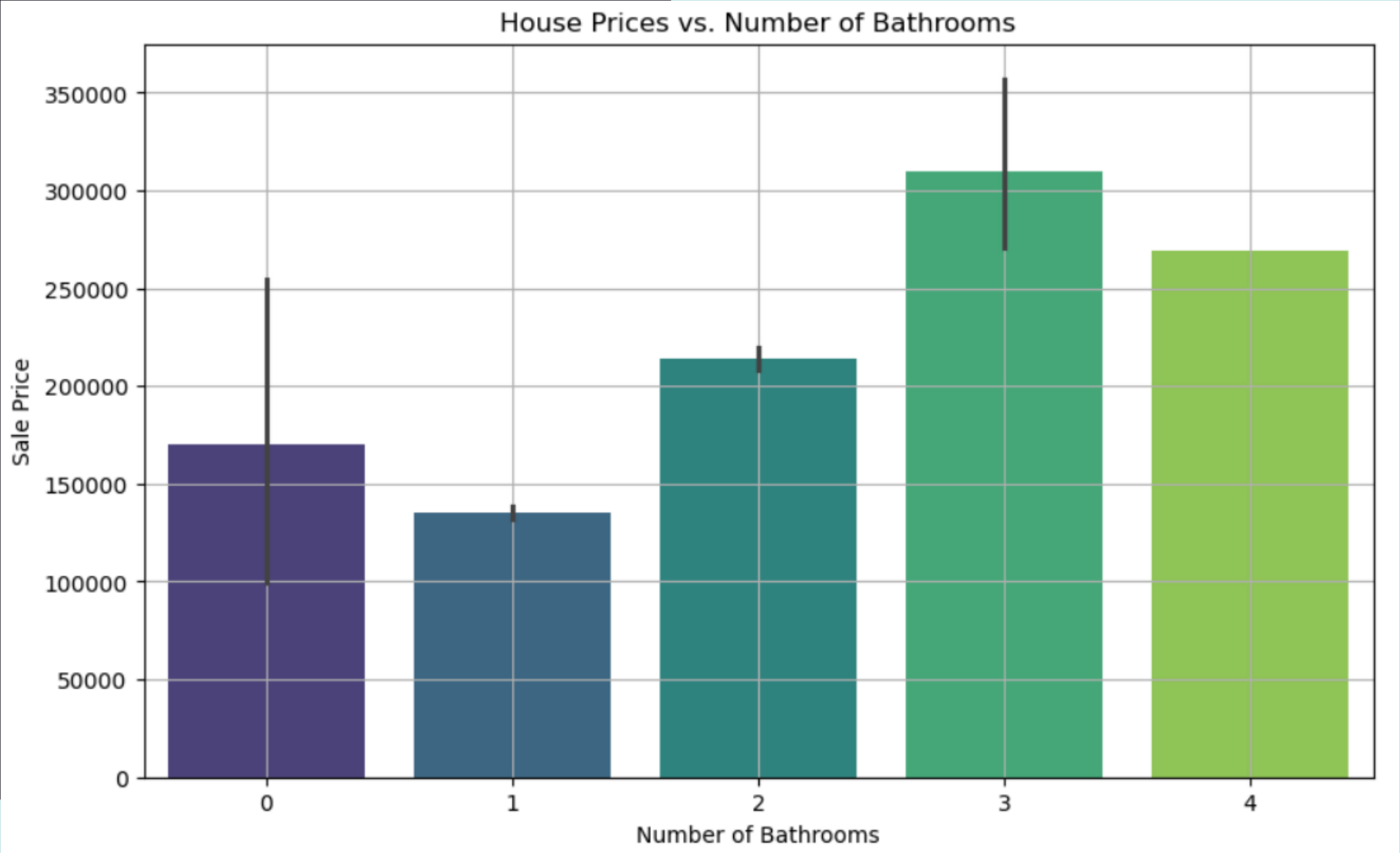- Garage size(in number of cars)
- Number of rooms
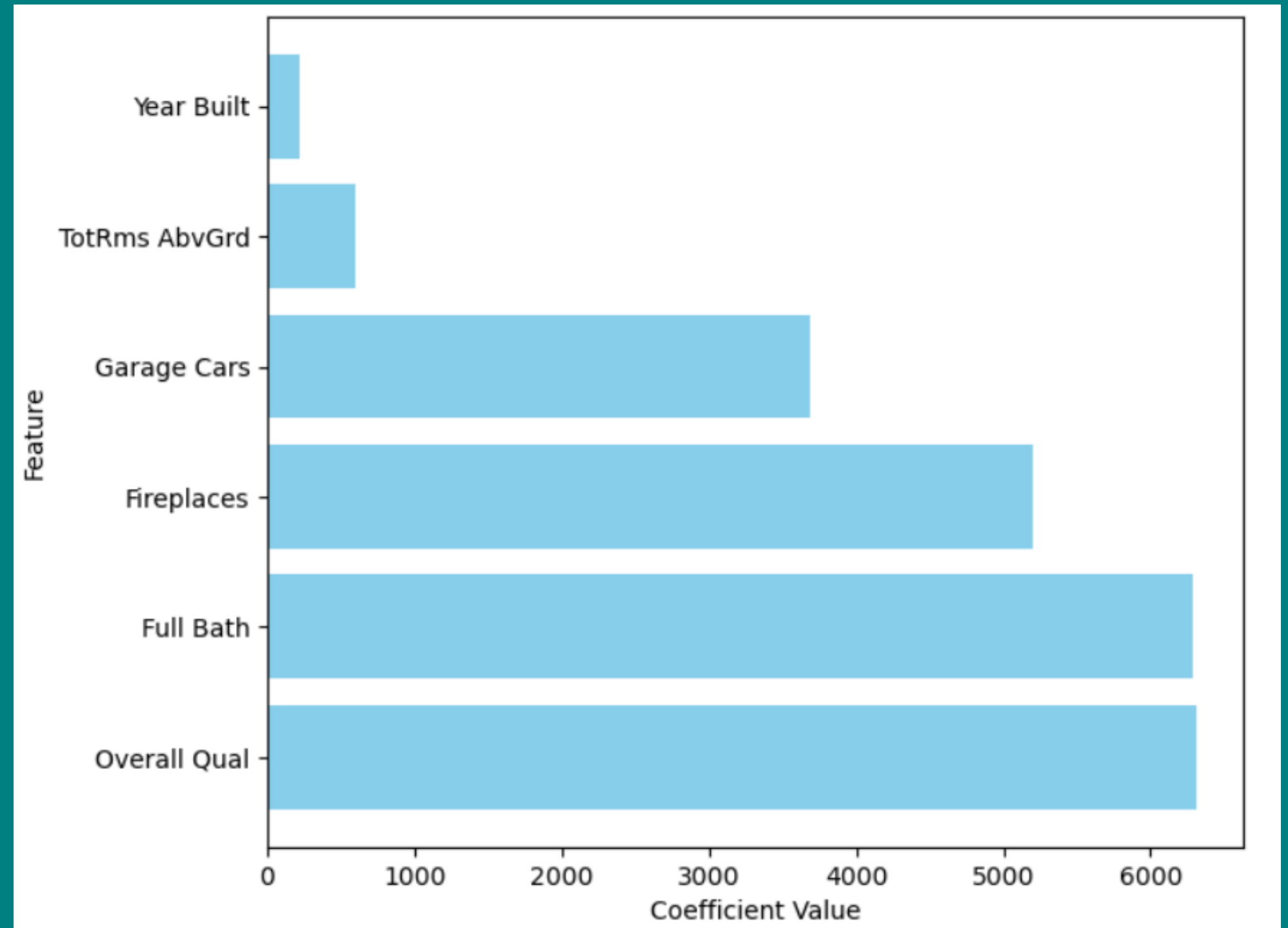
Sale Price vs. Year Built

The Year Built has some impact on final sale price. However, only to a certain extent
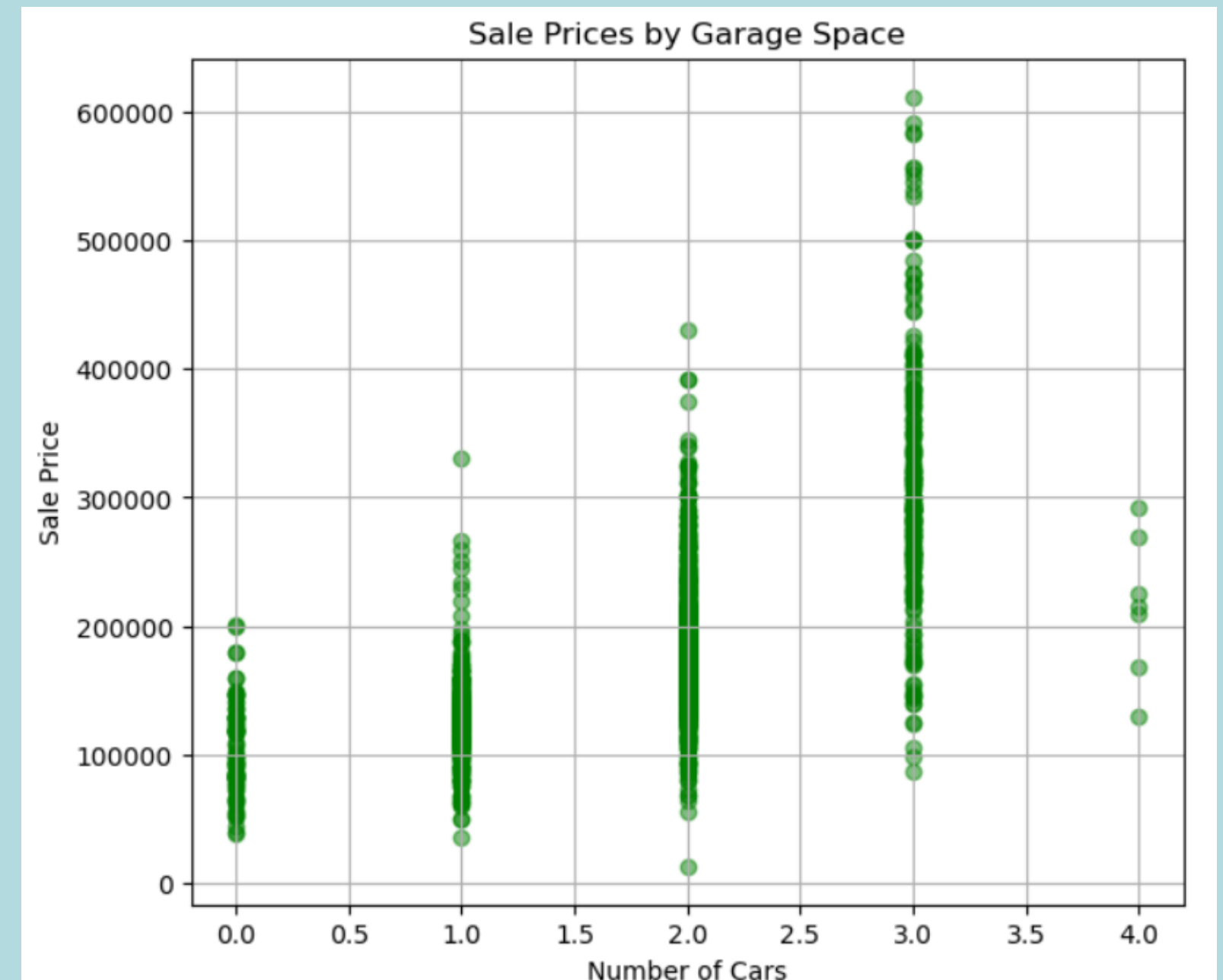
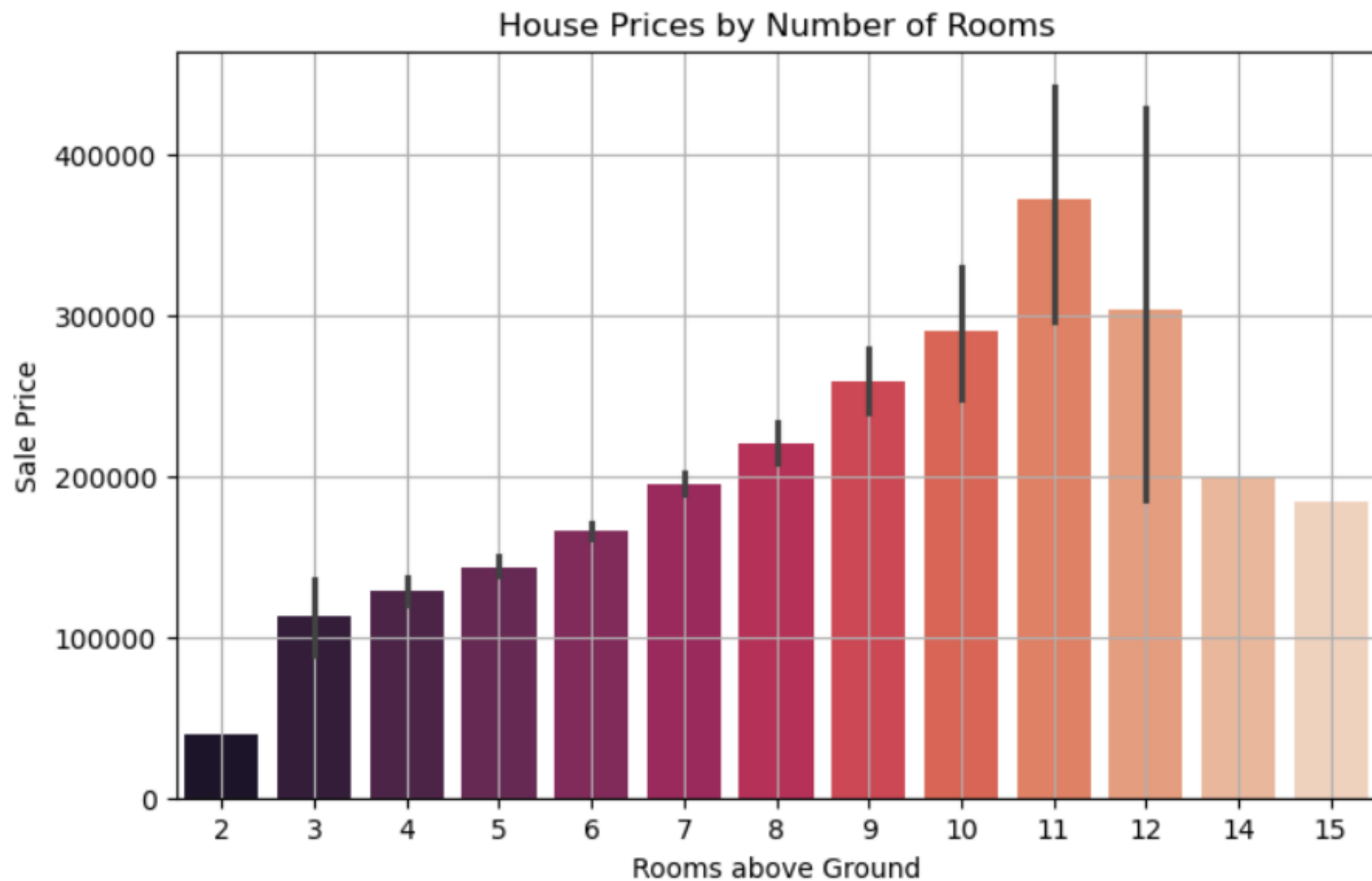Having an extra bathroom increases the price of a home by $6,285

House Prices vs. Number of Fireplaces

For every car space in the carage there is an increase of $3,688 in the sale price

Sale Prices by Garage Space

Having a fireplace increases the price by $5,205

House Prices by Number of Rooms

Each additional above ground room increases sale price by $600

Results

Our predictive analysis has discovered there are many houses in the Old Town area of Ames, Iowa that would be ideal investment properties

Price: $185,000
8 Beds | 2 Baths
2 Car Garage
1 Fireplace

Price: $163,000
7 Beds | 2 Baths
2 Car Garage
1 Fireplace

Price: $180,000
10 Beds | 2 Baths
3 Car Garage
1 Fireplace

Price: $170,000
7 Beds | 2 Baths
2 Car Garage
1 Fireplace

Thank You!