

Brazil Real Estate Listings

Evaluating the real property listings to identify potential advertisement boosting package for Properati users.

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Business Questions

Question 1

What is the general profile of the properties listed in Properati?

Problem 2

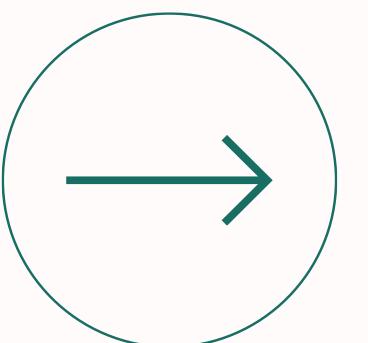
How did the price change over the years?
How does the property type vary per State?

Problem 3

What is the percentage of sold and rented properties?
For how long are they listed?



Business Insights



02

03

04

Property Prices



03

04

05

Most expensive property



Duplex Penthouse in São Paulo, Brazil

\$49,891,152

04

05

06

Least expensive property



Luxury Apartment in Minas Gerais, Brazil

\$5,026.7

05

06

07



\$250,234

average sale price

\$235k apartments | \$268k houses | \$401k stores



400K

350K

300K

250K

200K

150K

100K

50K

0K

Store

House

Apartment

STORES
has the **highest average** sale price
with the **lowest listing** count

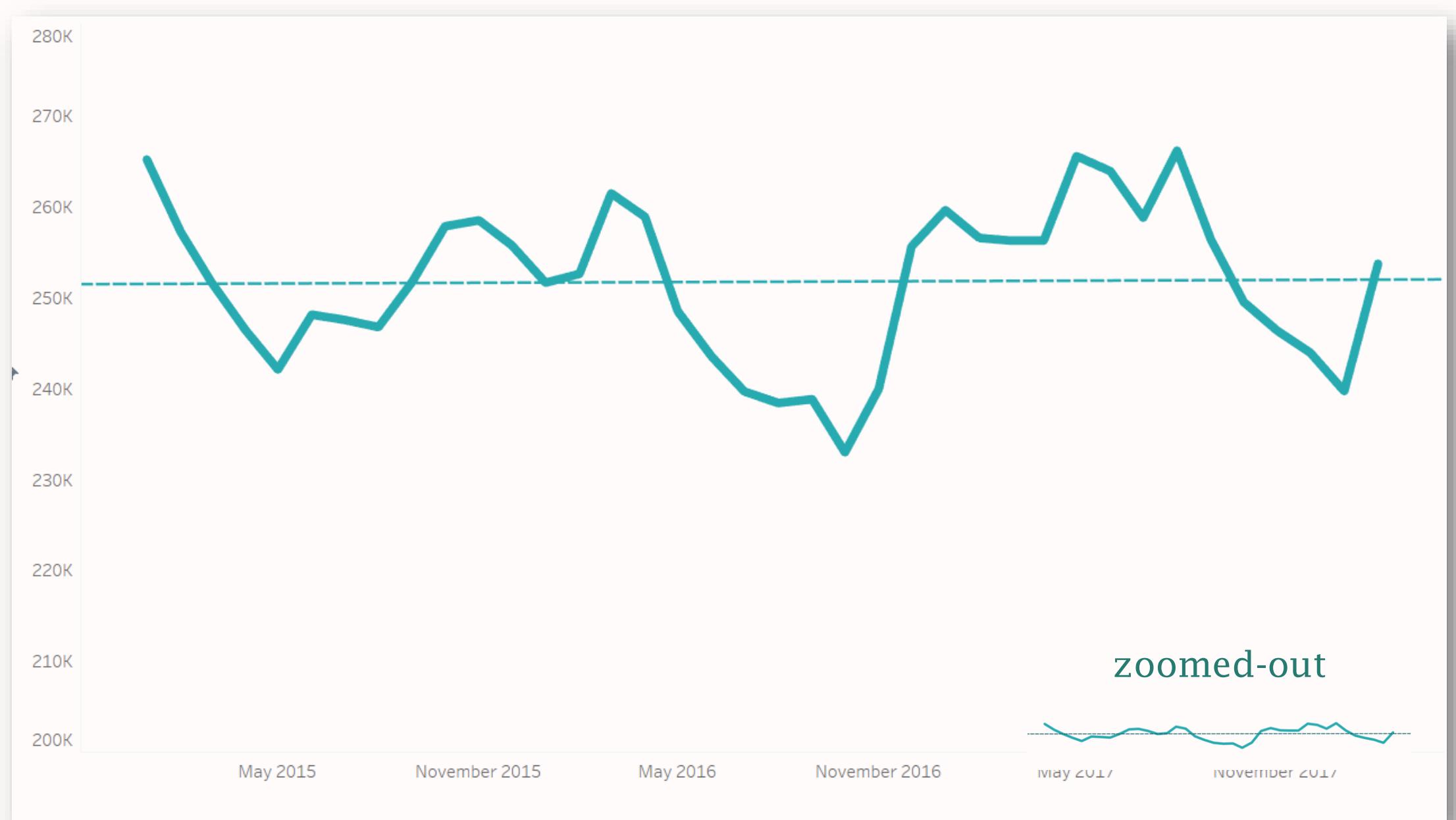


\$1,175

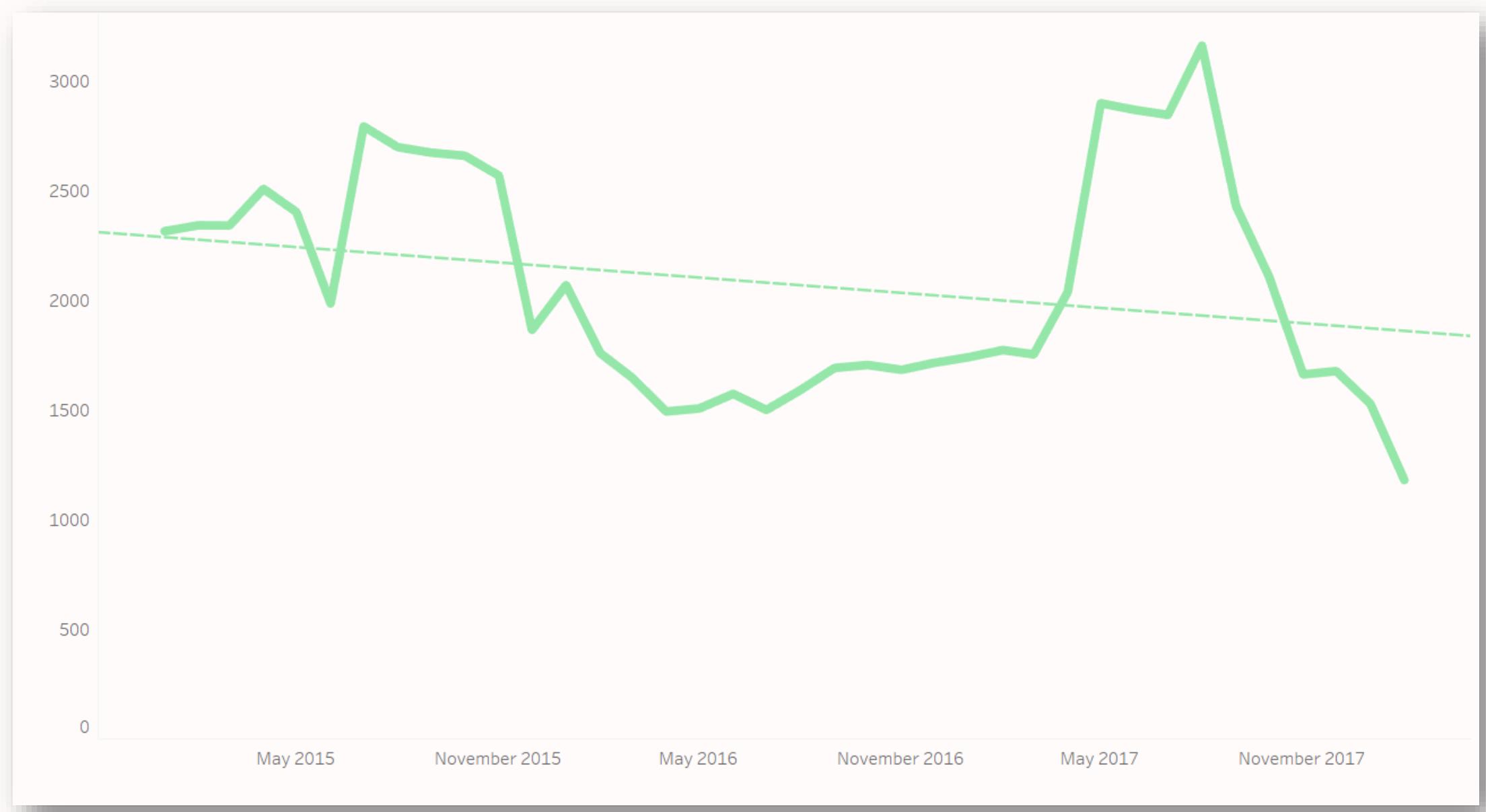
average rent price

\$899 apartments | \$1,066 houses | \$2,233 stores

The price trend of listed properties for sale are somewhat steady throughout the years, *ranging from \$230k - \$280k*, with just a minimal uptrend as indicated by the trendline.



While the prices for properties for sale are slightly increasing, the price for the properties for rent are evidently decreasing after the major price increase in May 2017.



Property Location

3.9 Billion

Total
Available

Market (TAM)

53 M

Servicable

Available

Market (SAM)

10.6 M

Servicable

Obtainable

Market (GOM)

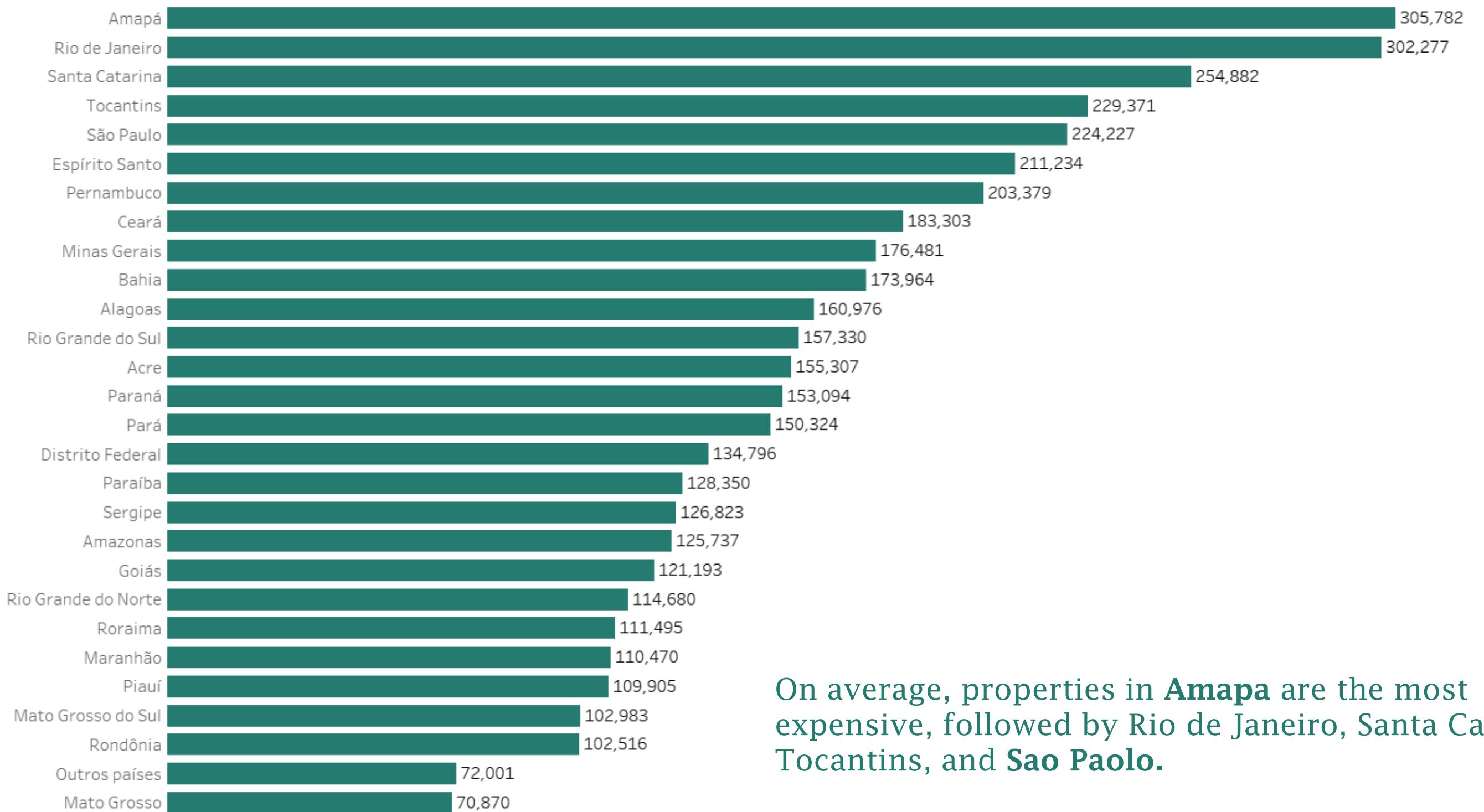


72%

of the total properties listed are in São Paulo

1,927,629 | 3 in 4 listings are in São Paulo

Average Property Price by State (in USD)



On average, properties in Amapá are the most expensive, followed by Rio de Janeiro, Santa Catarina, Tocantins, and São Paulo.

Property Types





87%

of the properties are listed for sale

2,323,238 for sale | 348,359 for rent

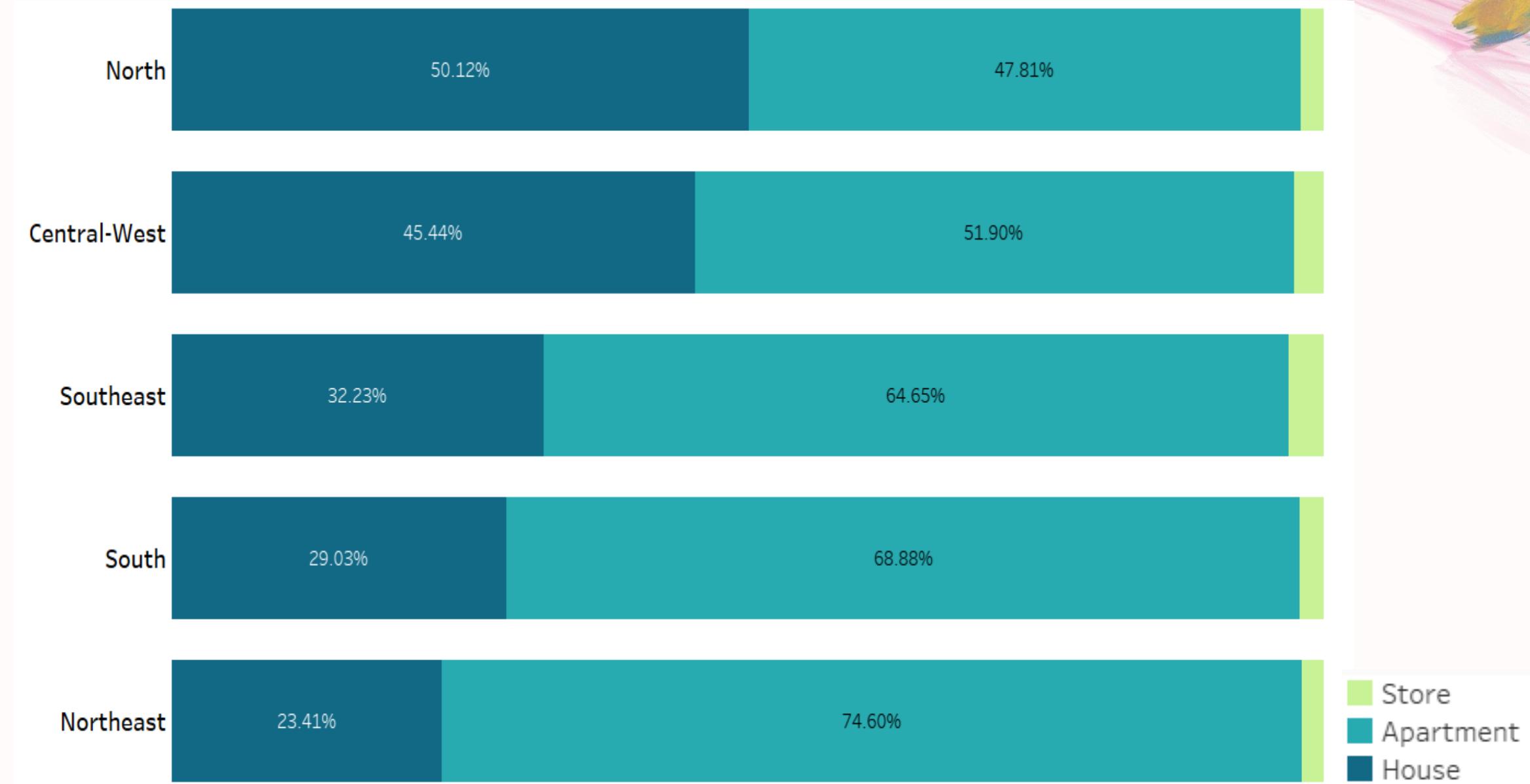


65%

of the total properties listed are **apartments**

1,737,223 apartments | 794,631 houses | 128,610 stores

...but the house listings in the **North** surpassed the number of apartments listed in that region.



Listing Metrics





82%

of the total listings are already sold

1,905,125 sold | 418,113 actively listed for sale



81%

of the total listings are already rented

282,649 rented | 65,710 actively listed for rent

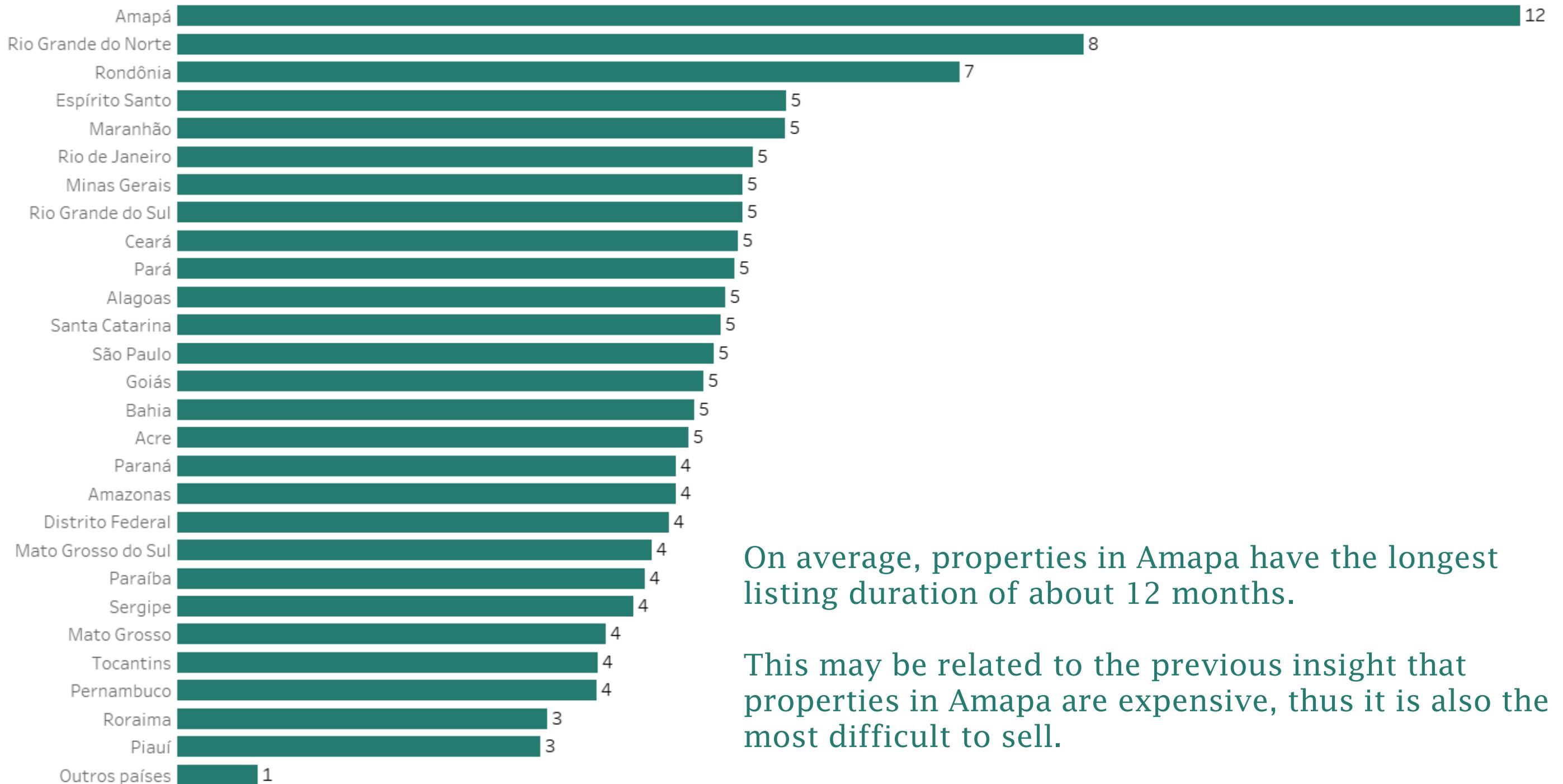
On average, property owners were able to sell their properties in

5 Months

after listing date

232,649 rented | 30,110 already listed for rent

Listing Duration by State (in months)



On average, properties in Amapá have the longest listing duration of about 12 months.

This may be related to the previous insight that properties in Amapá are expensive, thus it is also the most difficult to sell.

Recommendation

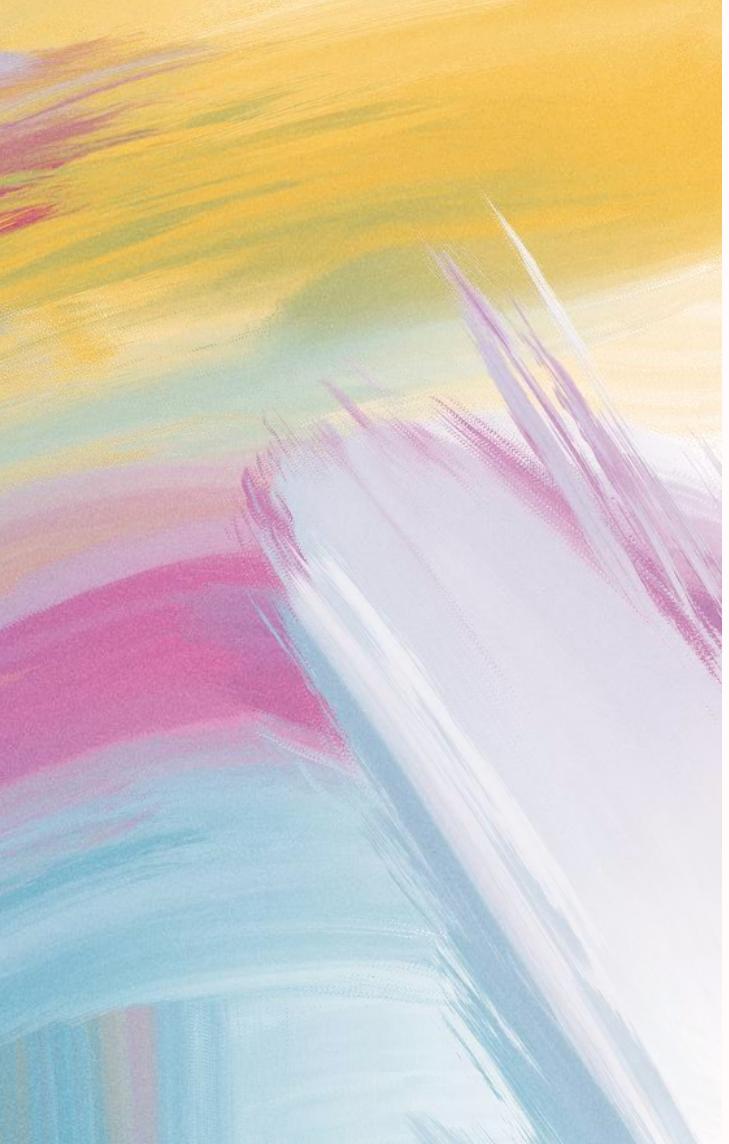
Listing Boost

Create a feature wherein the user will pay a certain amount for his/her listing to be boosted on the search results

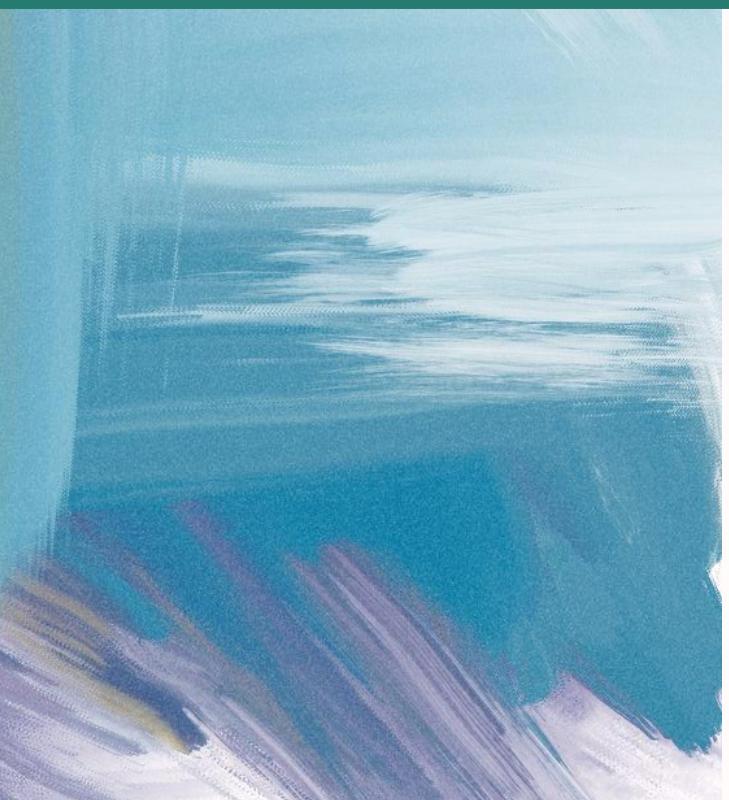
The turn-around time for selling the properties listed in Properati is a great indicator of the value that the platform provides. In order to further help the users with longer listing durations, it is recommended to:

Price Estimate

Create a model to help the users list the most reasonable price for their property in order to avoid overpricing that leads to buyers not wanting to purchase the property



Thank you!



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