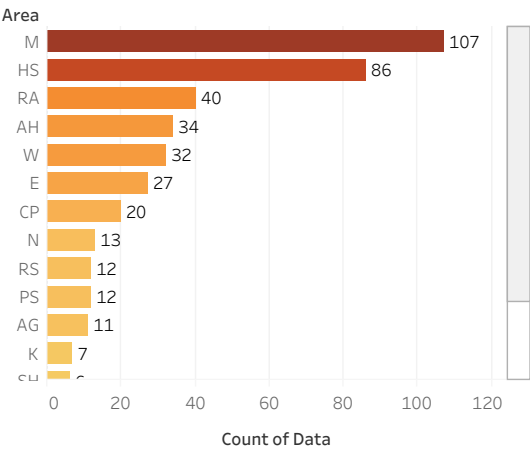


STORY BOARD

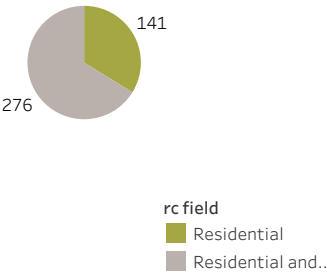
The demographics of properties provide an..	The demographics of properties provide an..	sales by area and street, the average s..	multi variate using sales by area and str..	multi variate using sales by area and str..	TAX WISE ANALYSIS	GENERAL PROPERTY A..
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DEMOGRAPHICS 1

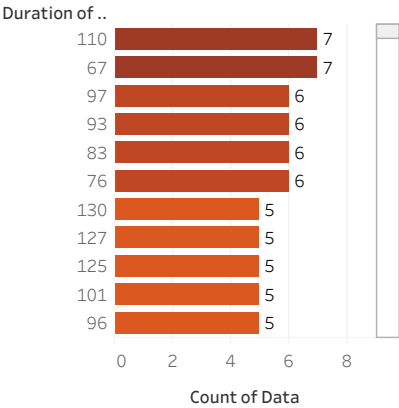
COUNT-AREA WISE



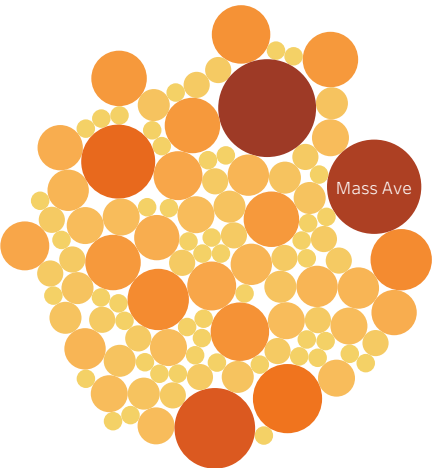
RC COUNTS



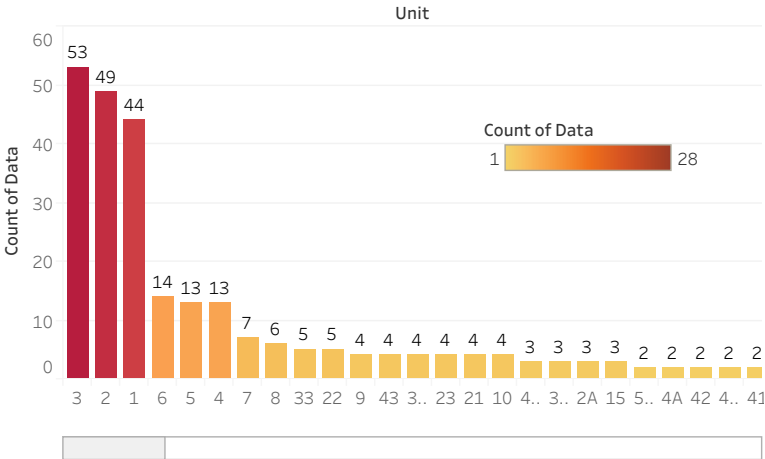
COUNT OF DURATION OF LISTING



COUNT-STREET WISE



COUNTS OF UNIT

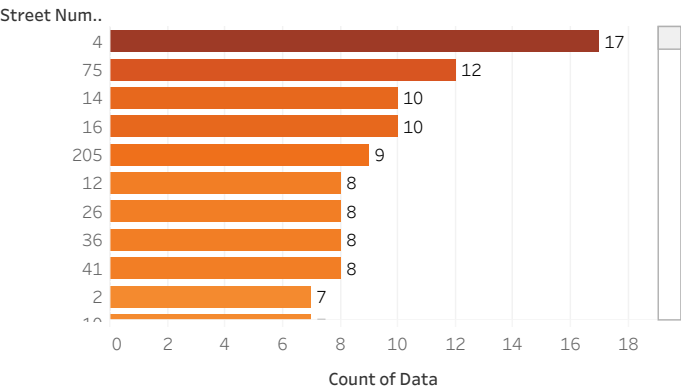


STORY BOARD

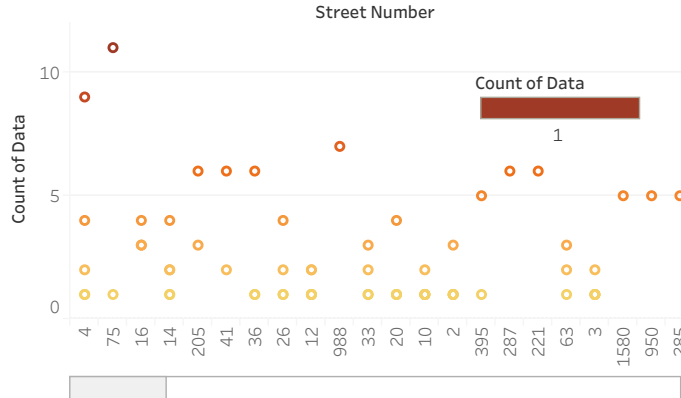
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DEMOGRAPHIC-2

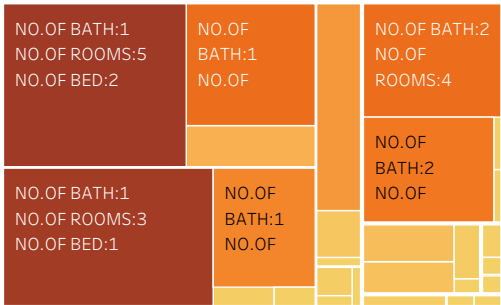
COUNTS OF STREET NO



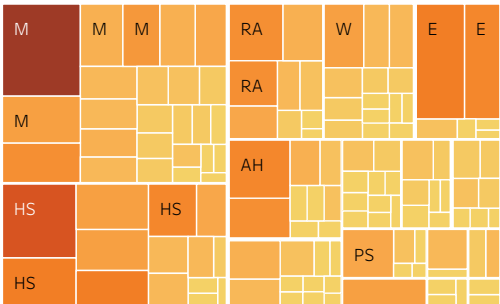
COUNT OF STREET_NO,NAME



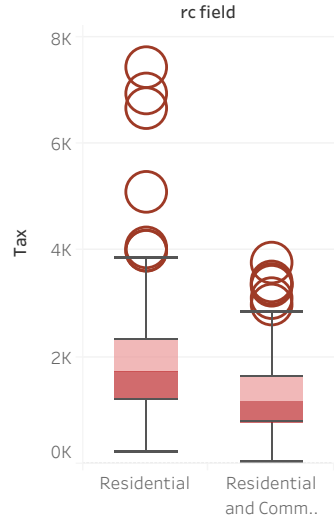
NO.OF BATH/NO.OF BED/NO.OF ROOMS



SQR_FT,AREA,STREET,COUNT



RC VS TAX



STORY BOARD

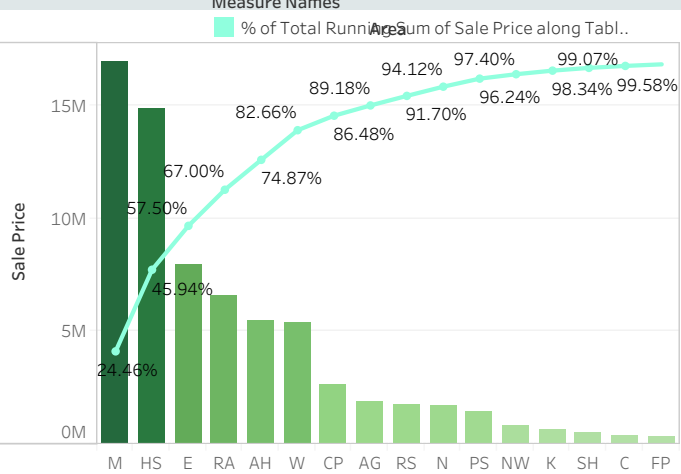
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SALES_1

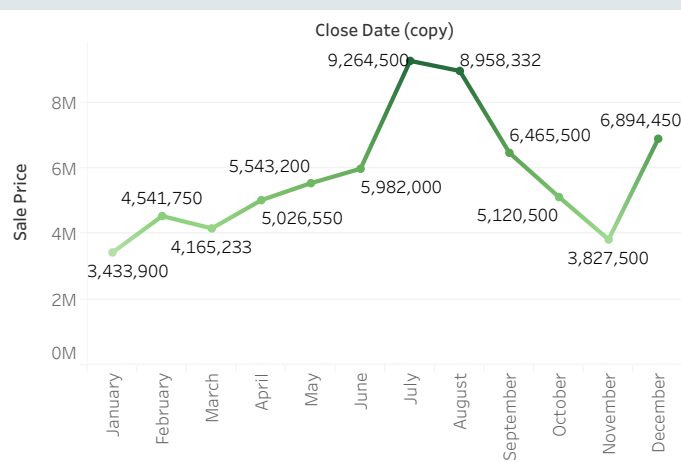
HISTOGRAM OF SALE



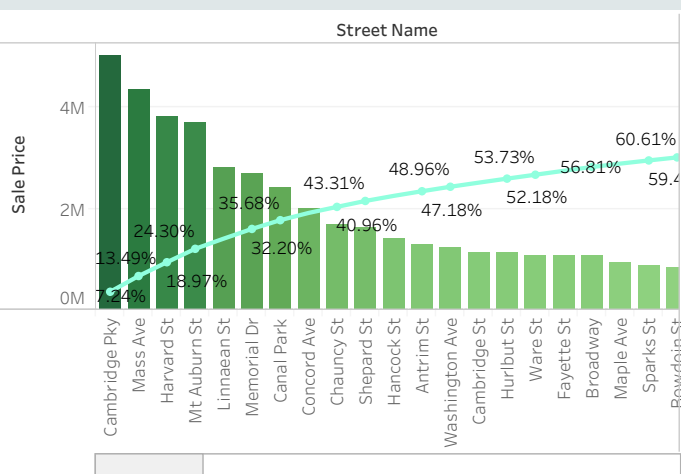
SALES VS AREA



MONTHLY SALE



SALES VS STREET

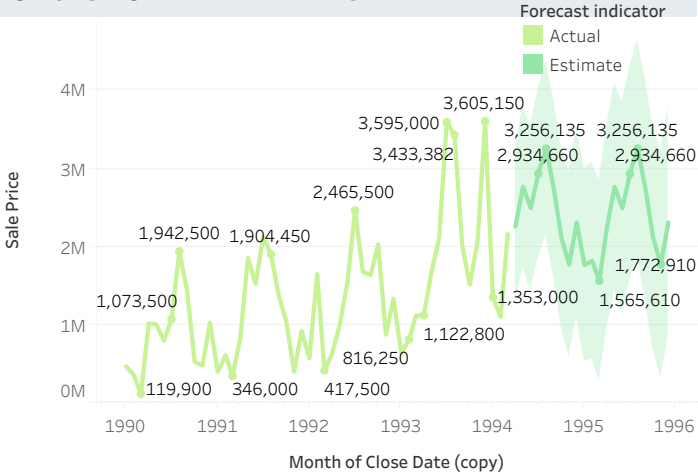


STORY BOARD

The demographics of..	The demographics of properties provide an..	sales by area and street, the average s..	multi variate using sales by area and str..	multi variate using sales by area and str..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS
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SALE_2

FORCAST OF NEXT 2 YEAR SALE



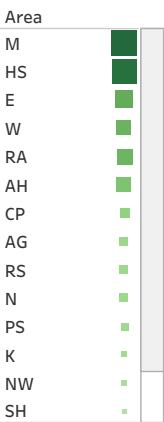
DURATION LISTING

Duration of ..	Street Name	Sale Price
97	Cambridge Pky	875,000
	Canal Park	200,000
	Garfield St	158,000
	Sparks St	290,000
	Upland Rd	246,333
110	Antrim St	175,000
	Cambridge St	106,000
	Ellery St	126,000
	Parker St	180,000
	Soden St	104,000
	Trowbridge St	275,000
	Walden St	110,000
101	Chestnut St	215,000
	Ellery St	151,000
	Memorial Dr	153,000

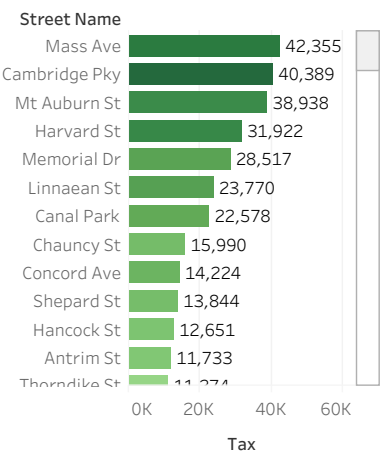
Sale Price

66,000 5M

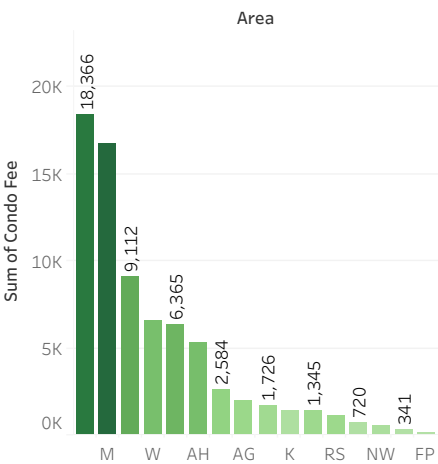
TAX VS AREA



TAX VS STREET



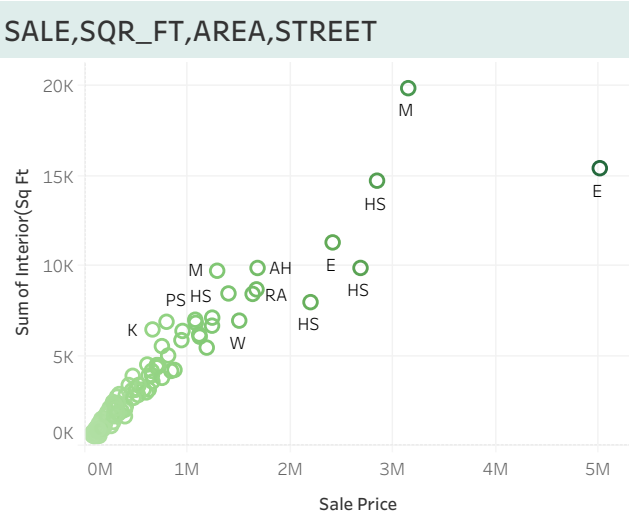
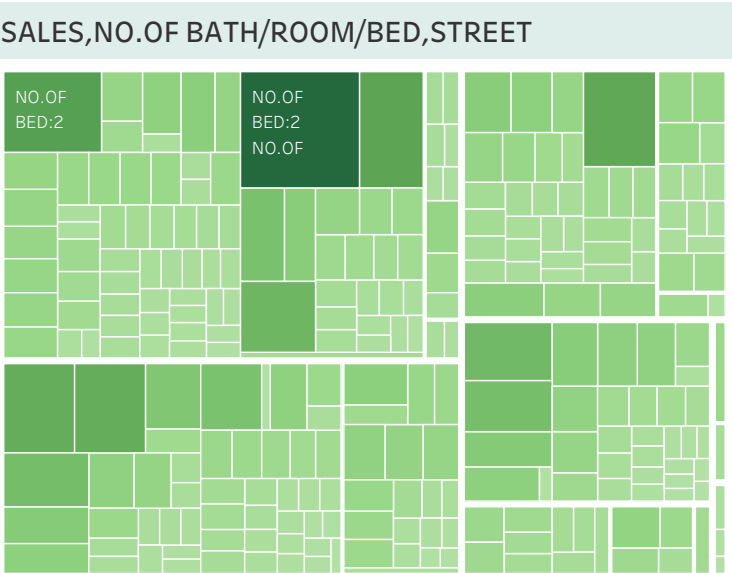
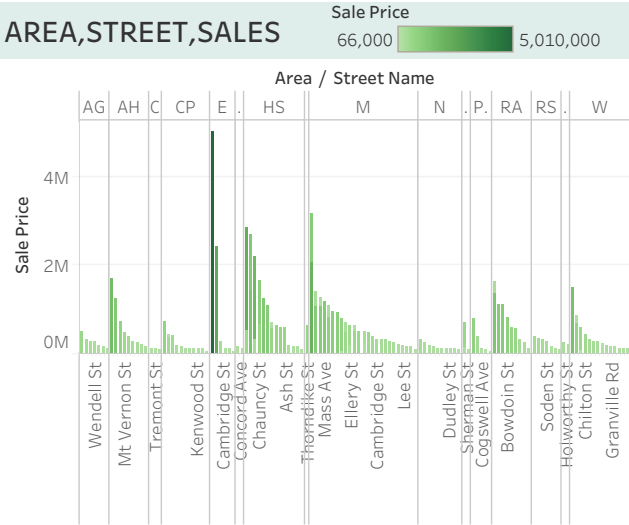
CONDO FEE VS AREA



STORY BOARD

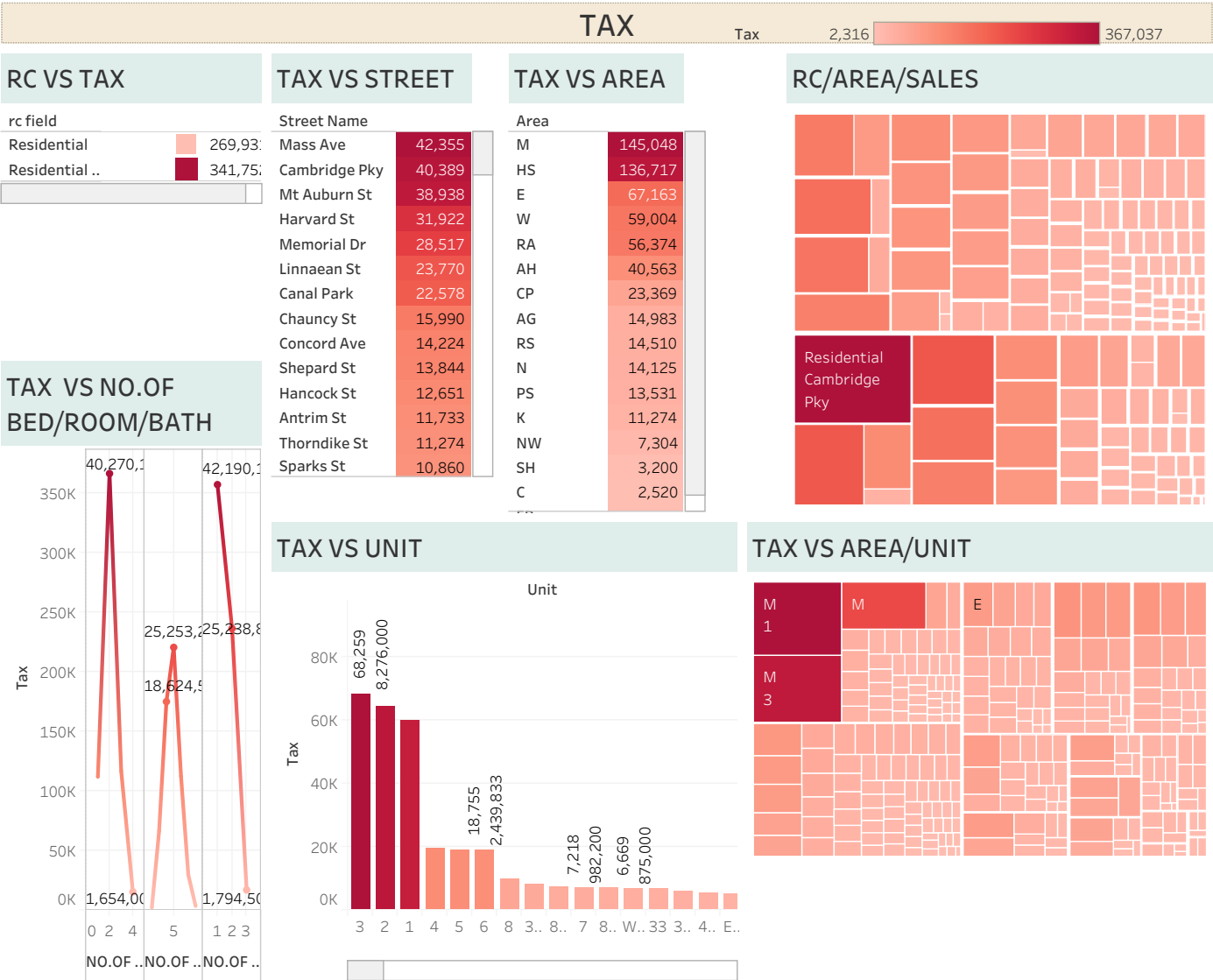
The demographics of..	sales by area and street, the average s..	multi variate using sales by area and str..	multi variate using sales by area and str..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS
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SALE_3



STORY BOARD

sales by area and street, the a..	multi variate using sales by area and str..	multi variate using sales by area and str..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS	TOP & LEAST SALE
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STORY BOARD

multi variate using sales by a..	multi variate using sales by area and str..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS	TOP & LEAST SALE	INSIGHTS
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GENERAL_1_

DATE OF SOLD		
First Date	Close Date	
6/1/1988	2/5/1990	111
1/14/1989	7/27/1990	129
5/14/1989	1/9/1990	293
5/15/1989	3/1/1991	153
6/4/1989	8/8/1990	142
6/18/1989	4/2/1990	155
7/2/1989	5/18/1990	155
7/9/1989	1/17/1992	187
8/6/1989	4/27/1990	258
8/18/1989	8/28/1990	190
8/20/1989	5/25/1990	101
8/27/1989	2/9/1990	247
	4/2/1990	171
	4/25/1991	154
9/10/1989	8/15/1990	230
9/17/1989	8/13/1990	180
9/24/1989	7/10/1991	132
10/8/1989	1/16/1990	177
	7/19/1990	205
10/29/1989	4/6/1990	138
11/12/1989	11/7/1990	114
12/10/1989	4/11/1990	175
	4/19/1990	121
12/17/1989	5/11/1990	126
	1/2/1991	400
1/14/1990	8/6/1990	178
1/21/1990	6/29/1990	194
1/28/1990	3/28/1990	119
	5/18/1990	106
2/4/1990	5/16/1990	151
	8/28/1990	150
2/18/1990	5/30/1990	153
	7/31/1990	98

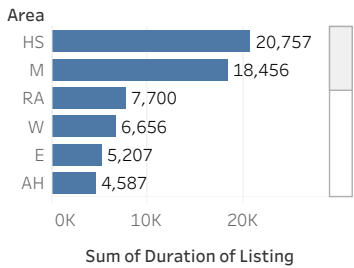
COUNT OF HOUSE

417

MAX_SALE_PRICE

875,000

AREA VS DURATION



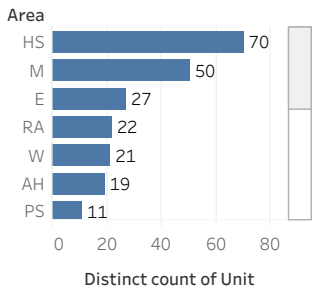
TOTAL SALE PRICE

69,223,415

SUM OF FIRST PRICE

79,023,829

AREA VS UNIT



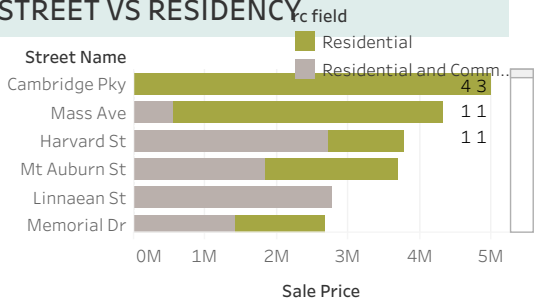
TOP SELLING HOUSE

W806/75 Cambridge Pky,E

SUM OF LAST PRICE

73,131,304

STREET VS RESIDENCY

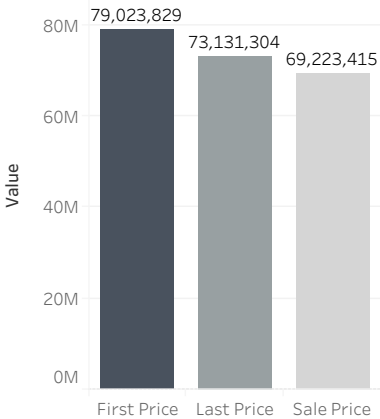


STORY BOARD

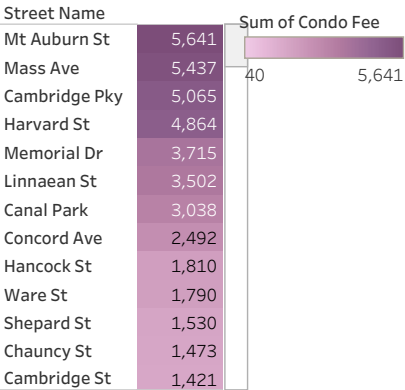
multi variate using sales by a..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS	TOP & LEAST SALE	INSIGHTS	RECOMMENDATION S
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GENERAL_2

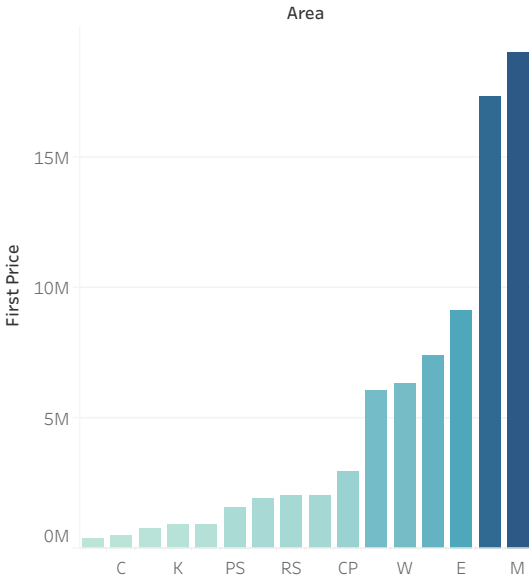
prices



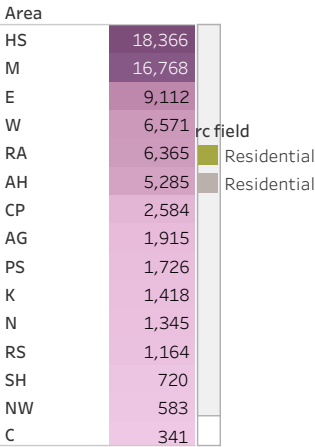
condo fee vs street



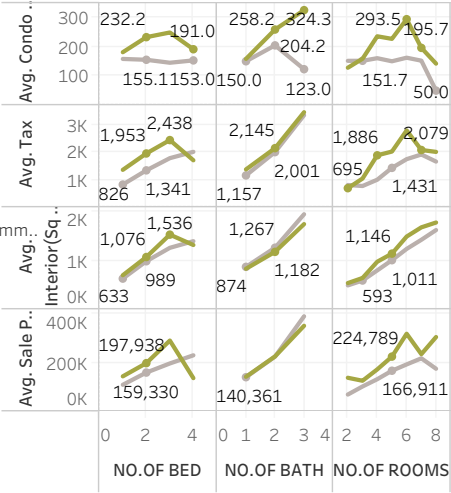
FIRST PRICE VS AREA



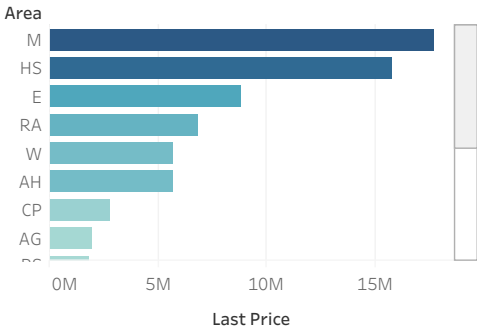
condo fee vs area



sale/sqr_ft/tax/condo fee



LAST PRICE VS AREA



STORY BOARD

multi variate using sales b..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS	TOP & LEAST SALE	INSIGHTS	RECOMMENDATIONS
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TOP SALE/LEAST SALE

TOP SELL

Street Name	Area	Duration of ..	
Cambridge Pky	E	97	875,000
		152	575,000
		579	535,000
		68	530,000
		348	460,000
		305	445,000
		44	400,000
		336	380,000
		129	370,000
		83	225,000
		26	215,000
Mass Ave	HS	356	305,000
		264	258,000
		339	230,000
		137	215,000
		286	210,000
		61	200,000
		250	187,500
		293	182,500
		148	172,500
		74	172,500
		463	149,500
		139	131,000
		359	126,000
		261	79,900
		283	76,500
		797	72,000
		394	72,000
	M	68	260,000
		142	225,000
		55	212,500
		130	210,000
		168	146,000
		89	127,500

LEAST SELL

Sales ID	Property ID	Area	rc field	Street Name	Condo Fee	Duration c
160	309/71 Fulk..	E	Residential	Fulkerson St	84	410
84	3/345 Card ..	C	Residential ..	Card Medei..	100	283
230	2/5 Irving T..	HS	Residential ..	Irving Ter	100	53
234	2/40 Kinnai..	RS	Residential ..	Kinnaird St	80	174
140	1/15 Dudle..	N	Residential ..	Dudley St	75	212
3	3/83 Amory..	M	Residential	Amory St	185	208
116	1/18 Cogsw..	PS	Residential	Cogswell Ave	49	183
14	31/6 Arling..	PS	Residential ..	Arlington St	121	107
150	2/25 Fairm..	CP	Residential ..	Fairmont A..	75	281
382	1/101 Sciar..	E	Residential	Sciarappa St	85	162

STORY BOARD

multi variate using sales b..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS	TOP & LEAST SALE	INSIGHTS	RECOMMENDATIONS
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INSIGHTS

1: GENERAL SALES OVER VIEW

Time Period: Analysis covers 1988-1994, with significant sales starting in 1990.

Total Properties and Sales:
Total Properties: 417
Total Sale Price: \$69M (less than both Total First Price \$79M and Total Last Price \$73M)

Property Types:
Residential & Commercial properties constitute 66.19% of the sales.
Highest sales in Residential & Commercial combined properties.

2: MOST & LEAST SOLD PROPERTIES

Top 5 Most Sold Streets: Cambridge, Mass Avenue, Harvard St., Mt. Auburn St, Linnaen St.

Top Grossing Street: Cambridge Pky (\$50,10,000 with a waiting period of 26 days)

Least Sold Street: Sciarappa St (least sales despite high potential, longer waiting period of 162 days)

3: AREA, STREET & FEATURE ANALYSIS

Area Analysis:
Area M and HS contribute to 70% of sales.
Area M has fewer properties but higher sales compared to HS.
Area HS has higher average waiting periods.

Street Analysis:
Cambridge Pky: Highest sales, low waiting period, increasing interior square feet and costs with more rooms.
Mass Avenue: Second highest but less room count in commercial properties.

Feature Analysis:
Positive correlation between internal square feet, tax, and condo fee for residential properties.
Commercial properties have lower taxes and condo fees but more beds, baths, and rooms.

4: BED, BATH, ROOM ANALYSIS

Residential Properties: Start with 3 rooms, up to 7 rooms.
Commercial Properties: More beds and rooms compared to residential, up to 8 rooms.
Square Footage and Costs: Generally higher for residential homes, with notable increases at 6th room.

5: SALES TREAND

Monthly Trends:
Best sales in July-August.
Decline in sales during December-January.

Yearly Trends:
Sharp rise in August 1993.
Positive growth in 1994-1995.
39.98% increase in 1993, with a steady 0.72% annual increase otherwise.

6: DEMOGRAIC AND PROPERTY

Area-wise Distribution: Higher concentration in areas M and HS.
Property Types: Majority are Residential and Commercial combined.
Listing Duration: Shortest listing period is 14 days, longest is 110 days.
Street-wise Distribution: More properties on Harvard St.
Unit Counts: Higher count for Unit-3 properties.
Heatmaps:
Most properties have 5 rooms, 1 bath, 2 beds.
Highest square feet in M area, Harvard St.
RC vs. Tax: Higher taxes for combined residential and commercial properties.

7: SALES SPECIFICS

Max Sale Price: \$16,851,983
High Sales Area: Area M (sale price \$16,935,000)
Monthly High Sales: July and August
High Sales Street: Cambridge Pky
Tax and Condo Fee Analysis: Higher in M area and on Mass Ave Street.

STORY BOARD

multi variate using sales b..	TAX WISE ANALYSIS	GENERAL PROPERTY ANALYSIS	GENERAL PROPERTY ANALYSIS	TOP & LEAST SALE	INSIGHTS	RECOMMENDATIONS
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Recommendations:

1: Focus on High-Demand Periods

Increase marketing efforts and open house events during the months of July and August to leverage higher sales trends.

2: Target High-Potential Streets

Develop targeted marketing strategies for top grossing streets like Cambridge Pky and Mt. Auburn St to maximize sales in these areas. Investigate and address reasons for lower sales on streets like Sciarappa St to unlock their potential.

3: Optimize Area-Based Strategies

Focus resources on areas M and HS, which contribute significantly to sales. Implement differentiated strategies for areas with high waiting periods to reduce these times and boost sales.

4: Tailor Strategies for Property Types

Given the higher costs for residential properties, emphasize their premium features in marketing to justify higher prices. For commercial properties, highlight the lower taxes and fees and the higher number of beds and rooms to attract business buyers.

5: Improve Sales in Specific Areas

Offer promotions or discounts in the 3rd quarter to replicate the high sales seen in 1993. Provide incentives for quick closings to reduce the average waiting period.

6: Leverage Demographic Insights

Concentrate development and sales efforts in areas with a higher concentration of properties (M and HS). Adjust listings and marketing for properties with longer durations to reduce their market time.

7: Enhance Features for High Return

Invest in properties with more rooms and higher square footage, as these are positively correlated with higher sale prices and taxes.

8: Monitor and Adjust Based on Trends

Regularly analyze sales trends to adjust strategies promptly and take advantage of emerging patterns.