

# **Nashville Housing Analysis Report**

## **Objective and Importance of the Analysis**

This analysis is crucial for various stakeholders in the real estate domain. It provides an understanding of the distribution of properties, trends in sale prices, and the impact of factors like land use and property characteristics on pricing. This information can guide property investors, developers, and policymakers in making informed decisions about investments, development strategies, and zoning regulations.

Additionally, insights into property owners and their portfolios offer valuable information for real estate agents and market analysts. The analysis of high-value properties and their characteristics can help identify lucrative segments of the market. These insights contribute to a comprehensive understanding of the Nashville housing market, aiding stakeholders in strategic planning and decision-making.

## **Dataset**

The Nashville housing data contains sales information for various Nashville properties between 2013 and 2019. The properties were built between 1799 and 2017 and have different land uses such as residential condos, single-family homes, daycare centers, parking lots, forests, shops, etc. The data also contains information such as property address, sold as vacant, owner name, owner address, acreage, land value, building value, total value, number of bedrooms, etc.

## **Key Findings**

- **Land Use Distribution:** The majority of properties in the dataset fall under the single-family and residential condo land use categories.
- **Average Sale Price Analysis:** Sale prices vary significantly across land use categories, with vacant commercial land having the highest average sale price and vacant-zoned multifamily having the lowest.
- **Property Value and Year Built:** Total property value fluctuated over the years, reaching its peak in 2015. However, there is no discernible correlation between the year built and the average sale price.
- **Property Sales Trends:** The year 2015 recorded the highest number of property sales and the highest total sales price, while 2019 had the lowest sales activity.
- **Seasonal Sales Patterns:** Seasonal analysis reveals that May and June consistently have the highest number of property sales, while February experiences the lowest activity.

- Acreage and Bedrooms Analysis: The Forest land use category has the highest average acreage (20.083 acres), indicating larger properties in this category.
- Top Property Owners Analysis: Identified top property owners overall and by land use category based on the number of properties owned, providing insights into property ownership distribution.

#### Top 5 property owners by the number of properties owned

- JRG Properties LLC
- Hill 33, LLC
- Summey, Clarence
- Fed Development LLC
- Khazanov, Max

#### Top property owners (by the number of properties owned) by land use

- Egerton, March - Day Care Center
- Curtis Partners, LLC - Forest
- Manning, David W. & Betsy B. - Greenbelt
- Reeves, Terry C. & Diane D. - Greenbelt/Res Greenbelt/Res
- Paro South, LLC - Light Manufacturing
- Fmbc Investments, LLC - Metro Other Than Ofc, School, Hosp, Or Park
- Enfield Properties, LLC - Mobile Home
- Nesta, Laura B. & Jonathan F. - Mortuary/Cemetery
- Caudell, Charles - Non-Profit Charitable Service
- Crossroads Campus, The - Office Bldg (One Or Two Stories)
- Nashville Real Estate Investments, LLC - One Storey General Retail Store
- Snapshot Development, LLC - Parking Lot
- Farr, Stephen Mark & Karin Ruth - Strip Shopping Center
- Cook, Eric - Terminal/Distribution Warehouse
- Wilson, Jared J. & Kendal Brinkley - Vacant Residential Land
- Buchanan, Donald W. & Sandra R. - Vacant Rural Land
- Harris, Jonathan - Vacant Zoned Multi-Family

- High-Value Properties: Explored properties with a total value above \$3 million, finding 14 such properties with varying land use types.
- Owners with High Average Sale Price: Highlighted property owners with the highest average sale prices across all their properties.
- Top 3 Most Expensive Properties: Identified the top 3 most expensive properties in each land use category, providing a glimpse into premium real estate.
- Categorization based on Total Value: Classified properties into high, medium, and low-value based on total value, aiding in market segmentation.

## Recommendations

1. Given the dominance of single-family and residential condo land use categories, developers may explore opportunities for diversification. Investigate the potential demand for alternative land use types, such as mixed-use developments or high-density housing, to meet evolving market preferences.
2. Tailor marketing strategies based on land use categories and seasonal sales patterns. Increased promotional efforts during peak months, such as May and June, can capitalize on higher buyer activity.
3. Investors should consider the limited availability of properties with total values above \$3 million. Strategic acquisitions in this segment, especially in sought-after land use types, could yield substantial returns.
4. Leverage insights into top property owners to design targeted marketing campaigns. Engaging with these owners may lead to opportunities for partnerships, joint ventures, or exclusive listings.
5. For property owners and developers, focus on strategies to enhance property value, considering factors such as amenities, energy efficiency, and modernization. This can positively impact sale prices and market competitiveness.
6. Monitor trends in property sales over the years. Periodic analysis can provide early indicators of market shifts and allow for proactive adjustments in marketing and development strategies.