

PROPERTY BUSINESS PLAN 🌟

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“Know what you own, and know why you own it.”

—Peter Lynch



DATA

Source:
Kaggle, King County House Sales dataset

King County:
Population of 2,269,675





PROBLEM

People looking to sell their home often don't know how to get the most value out of their home.



SOLUTION

Offer curated renovation and remodeling suggestions in order to maximize your clients sale price



Customer Segments

Homeowners

Home Flippers

Corporate Relocation Programs



What Affects Price?



Price vs SQFT

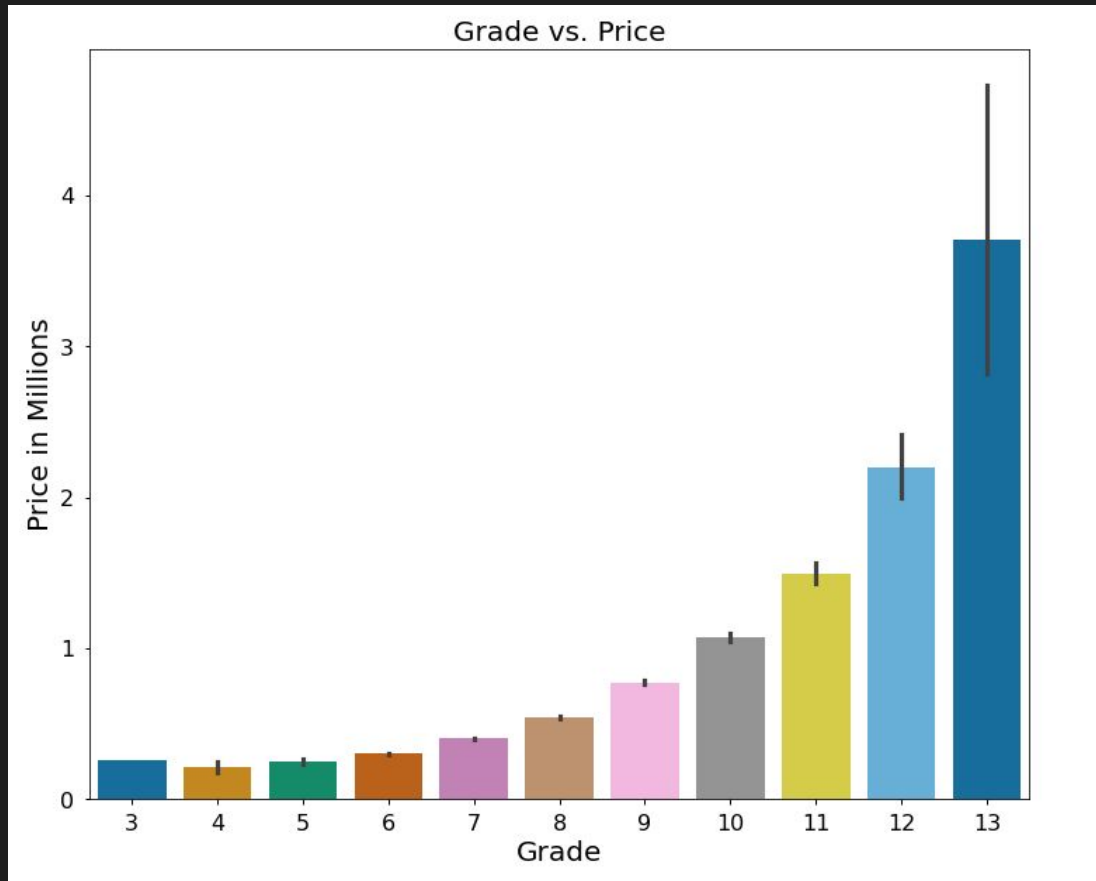
People

Pay

For

Space





● Price by Grade

The Higher

The Grade,

The Higher

The Price



Our model shows that these two features
explain 55% of the variance in price



Updated Model Features



Sqft Living



Grade

Quality of construction and design



Condition

How well has the home been
maintained



Sqft Lot



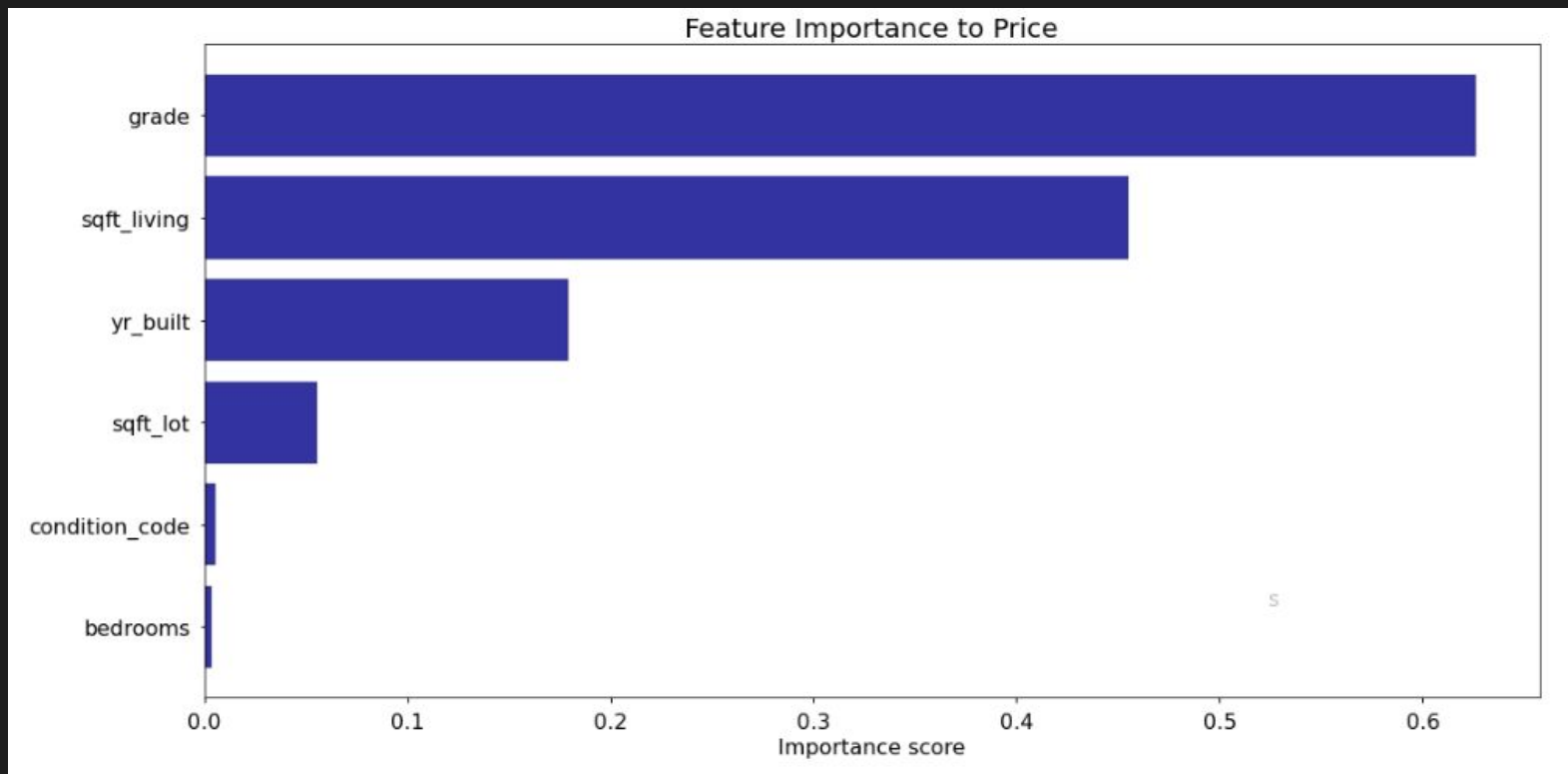
Year Built



Bedrooms



Our updated model
explains 62% of the
variance in price




Renovated vs. Unrenovated Homes



$\$325 > \257

\$67 Price difference per square foot
(Homes in the data up to 4200 sqft)



★ Recommendation #1 - Renovating



Renovations

New wood flooring can add \$6,500 to the sale value

New Wood Flooring

Cost Recovery:

\$5,500

NARI
Remodelers'
cost estimate

\$6,500

REALTORS®'
estimated
cost
recovered

118 percent

Percent of
value
recovered
from the
project

Credit: 2022 NARI Remodeling Impact Report

Highest ROI Projects

- Floor repair
- Painting
- Insulation
- Finished Basement
- Kitchen/Bath Improvements
- Carpet cleaning & replacement
- Landscaping

☀ Recommendation #2 - Addition



Detached Addition

- Boxabl addition - \$70,000
- Adds \$97,500 in value
- \$27,500 added





Financing Options

COMPASS CONCIERGE

Get fronted for the cost of home improvement services with no interest — ever.

Compass Concierge is the hassle-free way to sell your home faster and for a higher price with services like staging, flooring, painting, and more.



Providers

- Compass Concierge
- Curbio
- Orchard

☀ Future Model Improvements

- Adjusting price of sale for market conditions and inflation
- Filtering by zip code
- Reincorporating basement sqft (one of the best renovating ROI's)
- Degradation of home over time

☀ Any Questions?



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