

# Optimizing Property Sale: Timing and Renovation Strategies

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# Outline

- 1 Introduction - Business Case
- 2 Hypothesis 1: Timing Optimization
- 3 Hypothesis 2: Renovation for Profitability
- 4 Bonus: Guidance for Potential Investment
- 5 Conclusion

# Our Client

- Timothy Stevens is looking to sell several expensive properties.
- All of these properties are located in downtown Kings County.
- His primary focus is on finding the best timing for the sale.
- He is open to renovation if it enhances the profitability of the property.

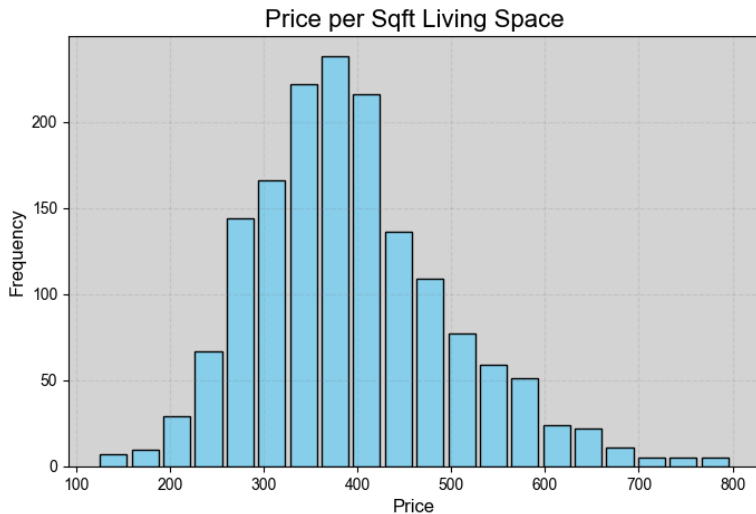
# What We Have Done

- Analyzed downtown property sales prices from May 2014 to May 2015.
- Studied the conditions of properties and their potential effect on prices.
- Based on the analysis, prepared advice for Timothy Stevens.
- Bonus: Prepared guidance for potential investment opportunities.

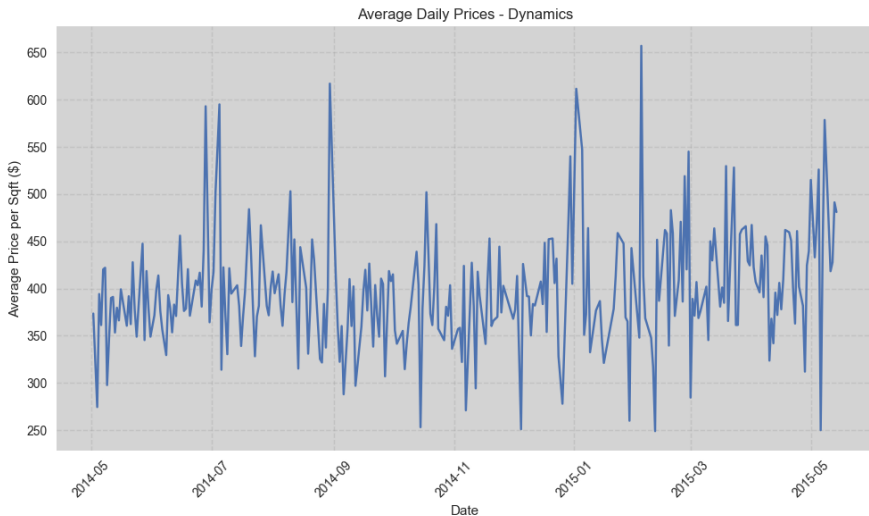
# Optimizing Timing for Property Sales

- We have examined the distribution of average prices in downtown area.
- We delved into daily average price dynamics.
- We performed a comprehensive decomposition of price fluctuations into different components to uncover underlying patterns.
- We have identified key timing regularities for property sales.

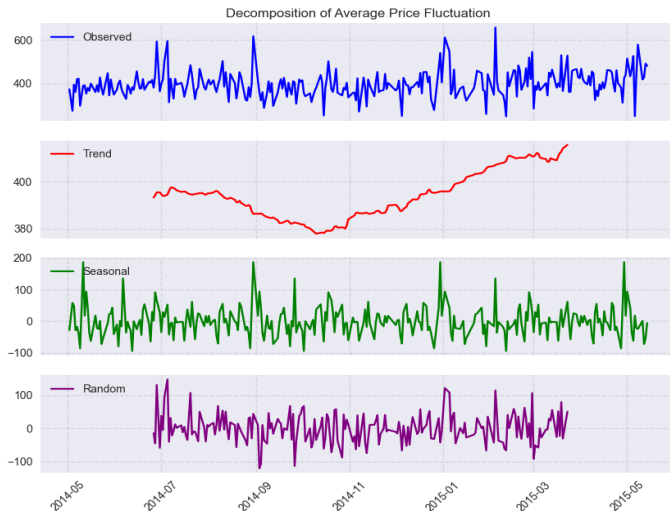
# Price per Sqft - Distribution Symmetry



# Daily Average Selling Prices are Sporadic...



## ... But We Can Squeeze out Important Information





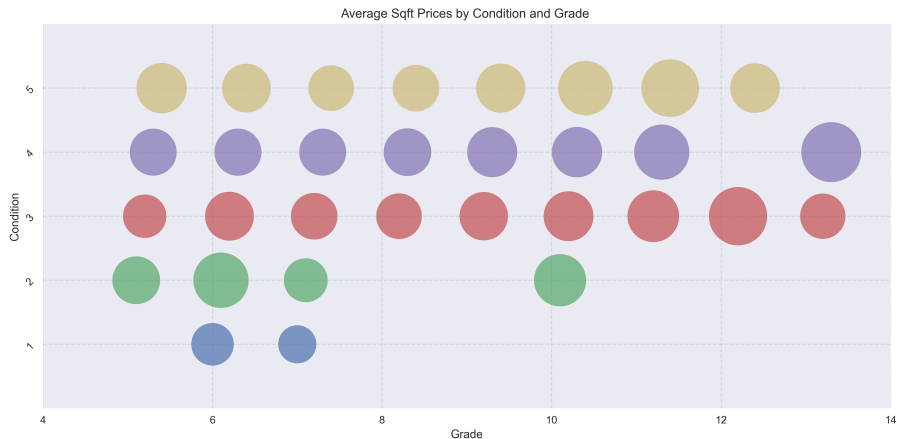
# Timing Optimization - Summary

- In the first half of the year sales prices increase on average.
- Random component of price fluctuation matters but ...
- In practice, data randomness often underscores the value of a skilled agent and property staging.
- *Advice:*
  - List your property in February-March.
  - Engage a skilled real estate agent.

# Analyzing Renovation Profitability

- We have examined the impact of property condition and grade on prices.
- This analysis was conducted specifically for properties in the downtown area.

# Renovation Might Not Pay off ...



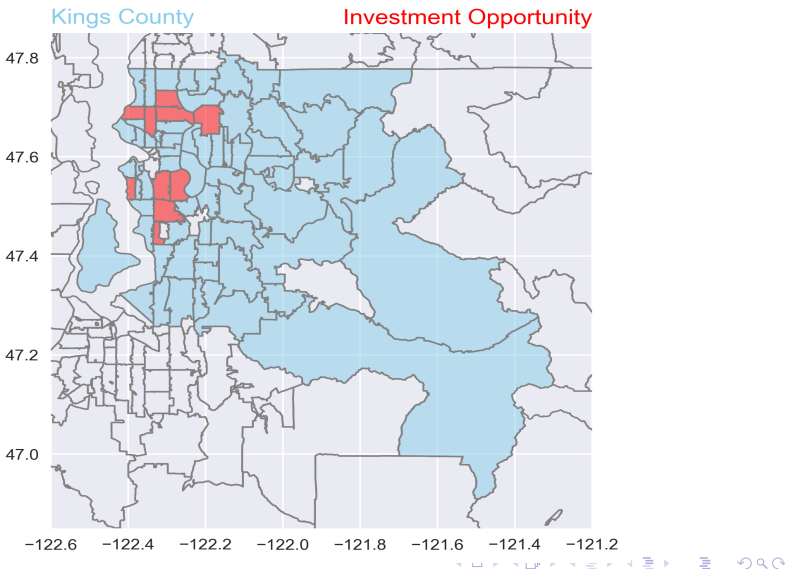
# Renovation Profitability - Summary

- Renovation's impact on selling price is unclear for properties in good condition and grade.
- *Advice:*
  - Consult with selling agent to assess potential upgrade costs and expected price gains.

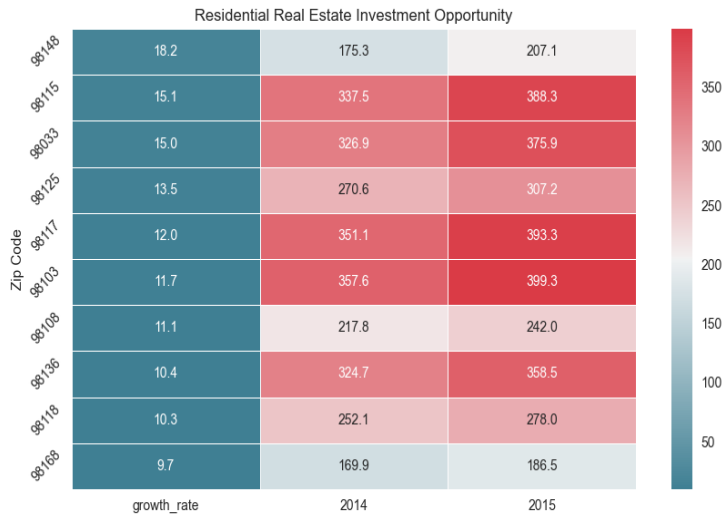
# Identifying Areas with Rising Selling Prices

- We have conducted a comprehensive study of all areas in Kings County.
- Our analysis has identified 10 specific areas that are currently experiencing a rising selling price trend.

# Geographic Areas of Interest



# Details on Investment Avenues



# Conclusion

- Timing Optimization:
  - Sales prices tend to increase in the first half of the year.
  - Skilled agents and staging mitigate randomness in prices.
- Renovation Profitability:
  - Impact of renovation on selling price is uncertain for properties in good condition.