
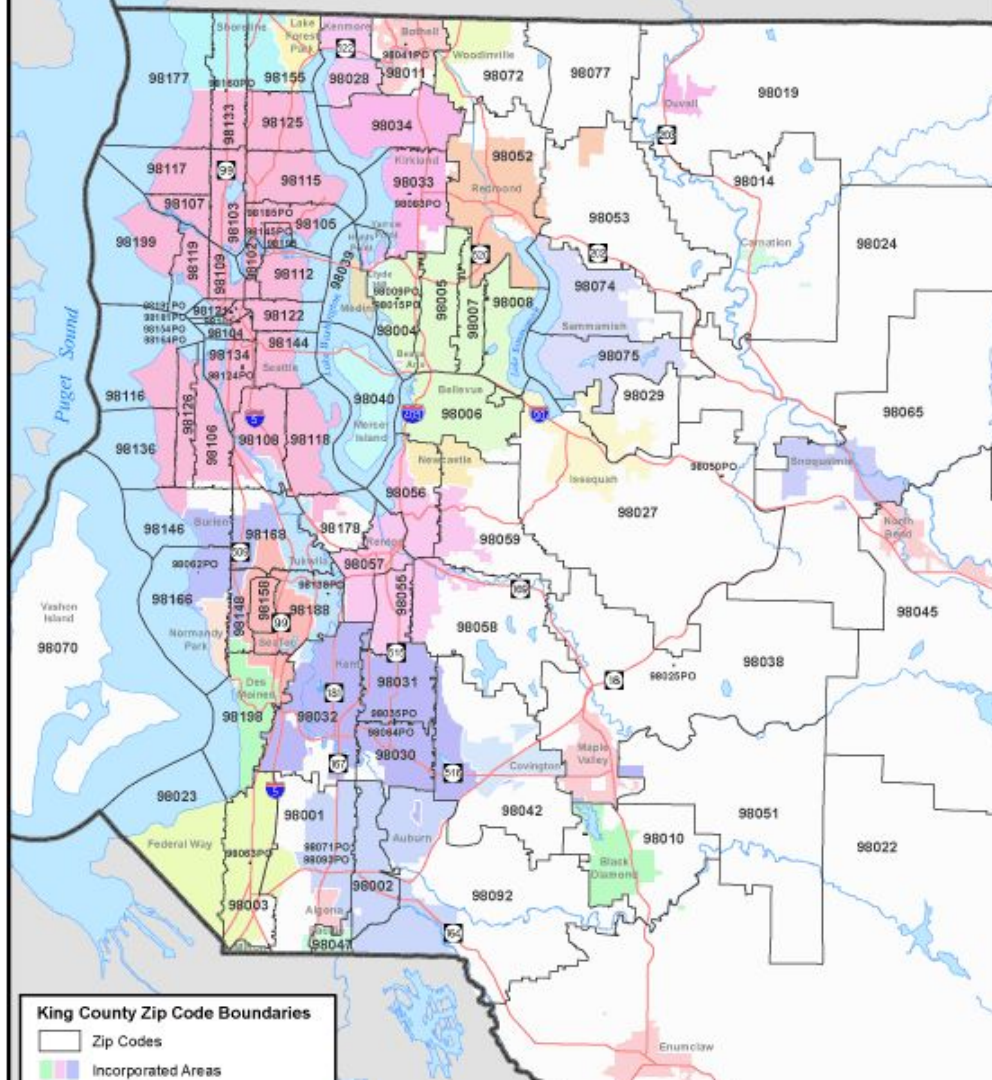


# Maximizing the Value of Your Home in King County, WA



By Chris Lewis





# King County, Washington State



## King County

# Filters for Our Target Houses

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- \$96,500  $\geq$  Price  $\leq$  \$2,260,000
- 0.5  $\geq$  Bathrooms  $\leq$  4.25
- Bedrooms  $< 7$
- 540 sq. ft.  $\geq$  Living Area  $\leq$  6,563 sq. ft.
- 1,013 sq. ft.  $\geq$  Lot Area  $\leq$  88,909 sq. ft.



# Top Key Factors

## CAN CONTROL:

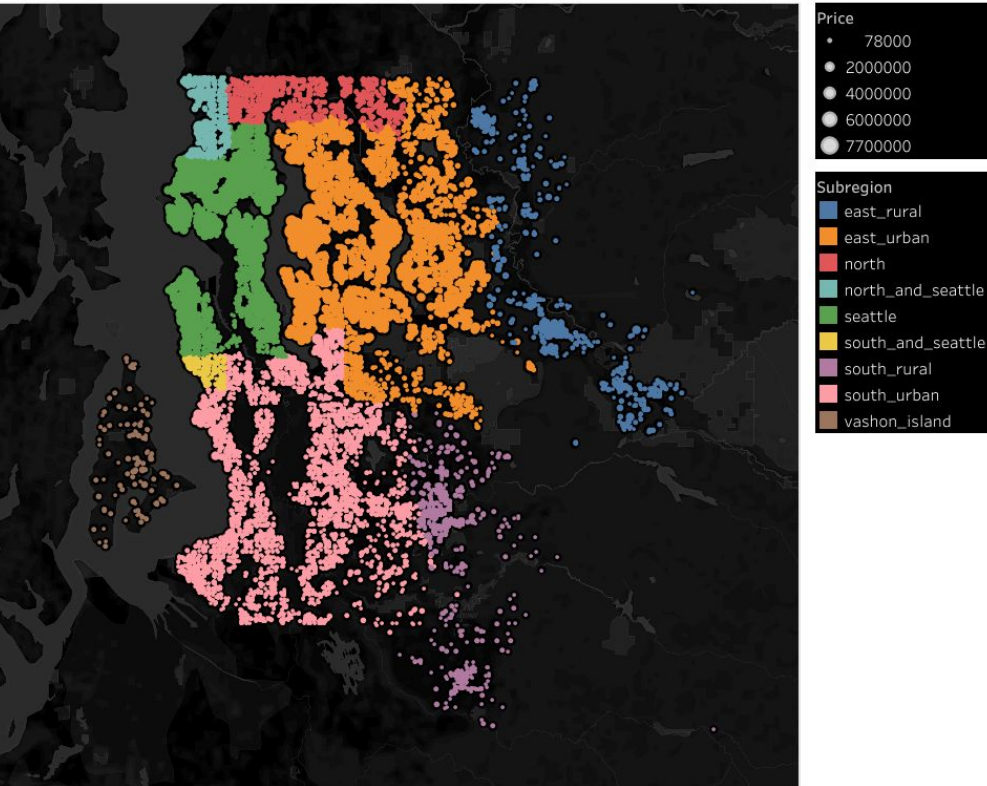
- Grade
- Sq ft Living Area
- Renovation
- How many people have viewed the house

## CANNOT CONTROL:

- Waterfront property
- Location of House (can have + or - impact)
- House Age
- Avg Sq.ft. Living Area of 15 Nearest Neighbors

waterfront	0.977226
subregion_seattle	0.520281
subregion_east_urban	0.412833
sqft_living_log	0.309585
grade	0.29393
view	0.256869
subregion_north_and_seattle	0.174157
renovated	0.158865
sqft_living15_log	0.137211
house_age	0.1269
subregion_north	0.08566
condition	0.0744483
bath_per_bed	0.0400552
floors	0.0215212
has_basement	-0.0288445
Intercept	-0.149428
subregion_vashon_island	-0.155971
subregion_south_and_seattle	-0.18297
subregion_south_rural	-0.43707
subregion_south_urban	-0.55183

# Subregion vs. Price

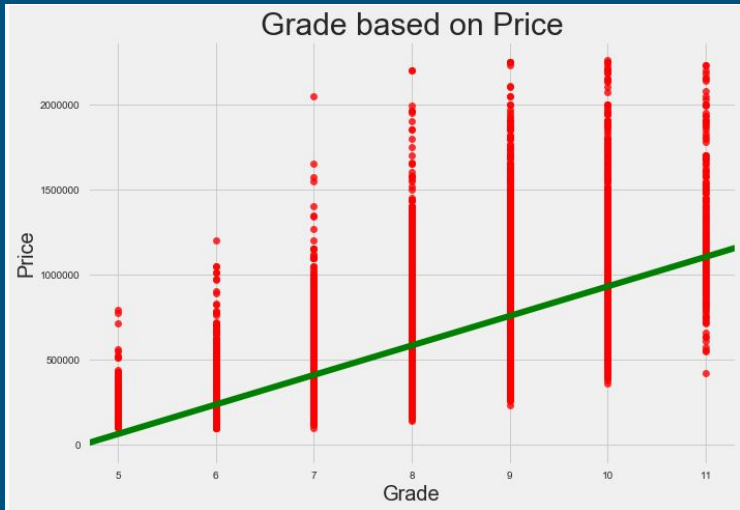


- Bigger = higher priced houses
- Subregions south of Seattle are noticeably smaller in price.
- East Urban and Seattle subregions seem to have the higher priced houses.

# Grade (ranges from 1-13)

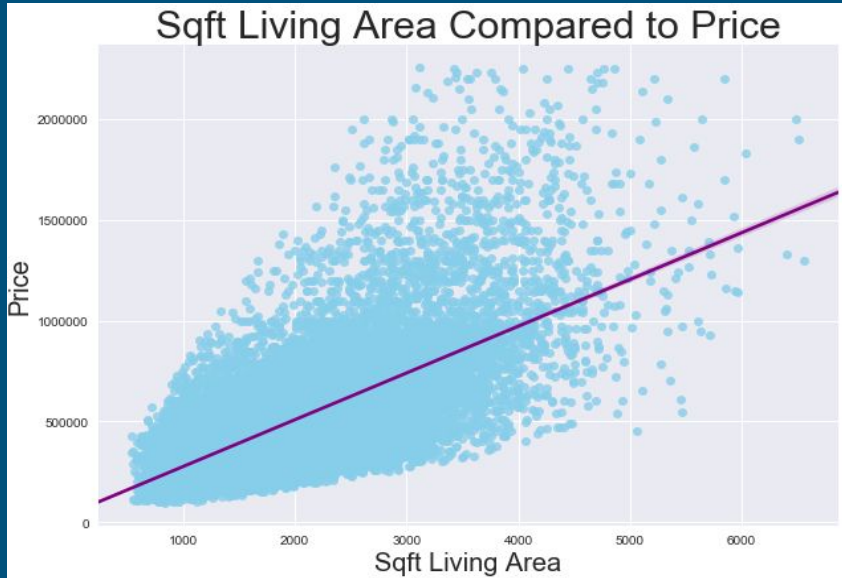
Depends on:

- Material Quality
- Builders level of expertise
- Architectural design
- Use of solid woods
- Building Standards



**Recommendation:** Grade is affected by other significant factors, so to improve the grade you must do so indirectly by improving another important factor that you CAN control.

# Sqft Living Area vs. Price



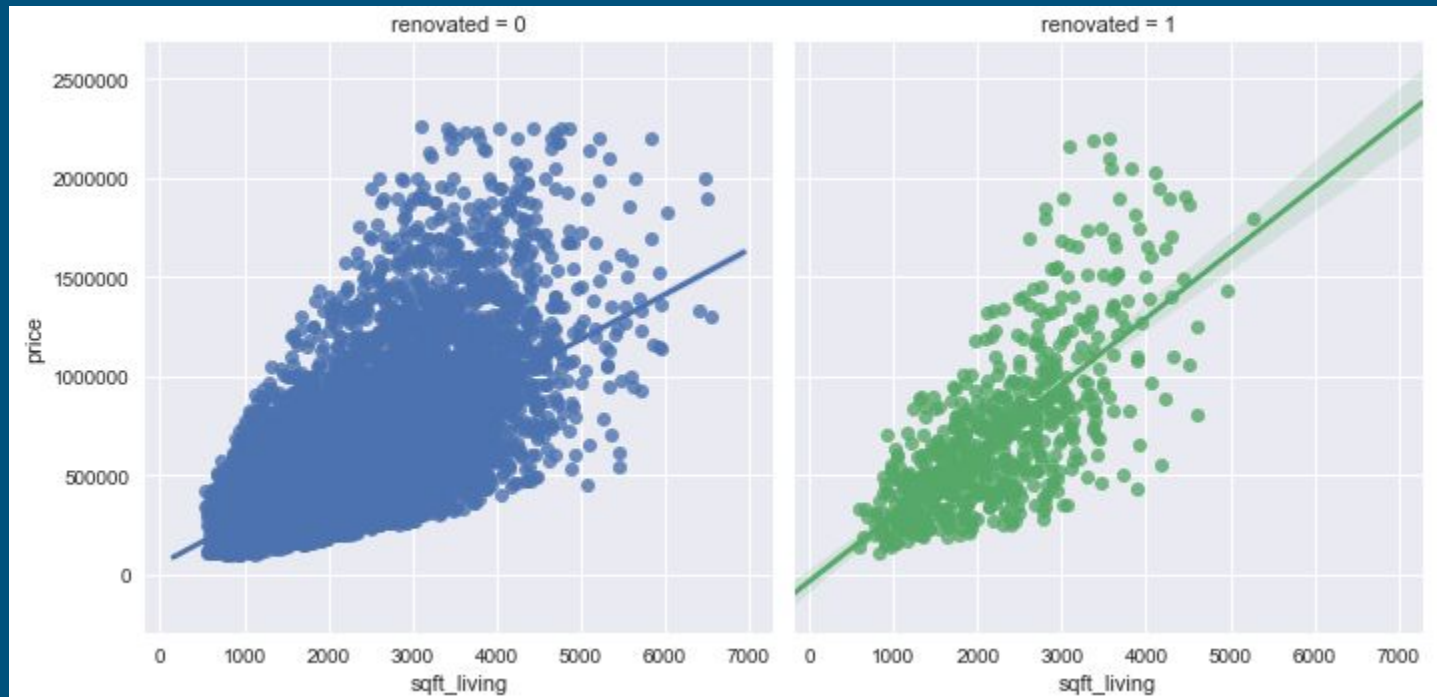
	price	sqft_living	grade
price	1.000000	0.658689	0.657289
sqft_living	0.658689	1.000000	0.742528
grade	0.657289	0.742528	1.000000

Relationship between price and sqft living area = 0.65

Indicates a strong positive relationship.



# Comparing Renovation to Price based on Sqft Living





# Spend Money To Make Money

## Recommendations:

- Renovate home using high quality materials
- Increase Living Area square footage through renovation
- Put your house listing on multiple websites to attract more views
- Hire a professional photographer to take great photos of the house for the websites to gain more attention from potential buyers



# Further Research

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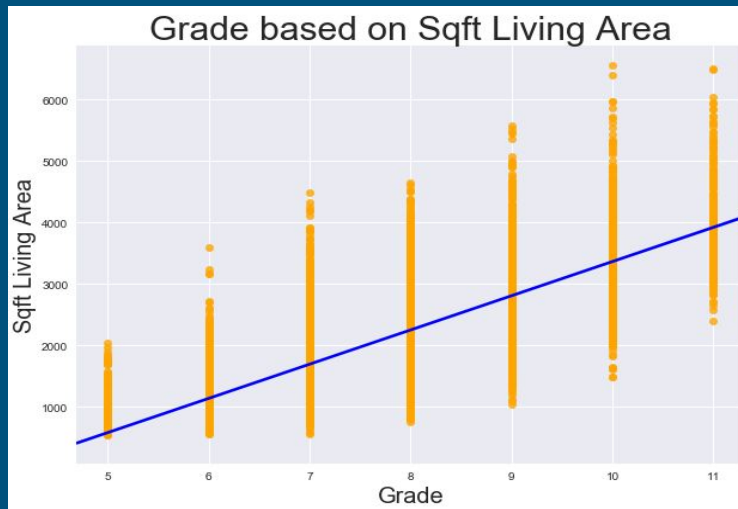
- Get more info on the **locations of houses** in terms of **neighborhoods** to see if there are areas within subregions that are higher priced than the rest.
- Retrieve data on the **prices** of houses **before and after renovation**, along with the **cost of the renovation** itself and **what was renovated**.
- Retrieve **data on schools** in the area to see if there is a relationship between school district aspects (**quality of teaching, average grades, etc.**) and **prices of houses** within the districts.

**Thank You for Your Time!**

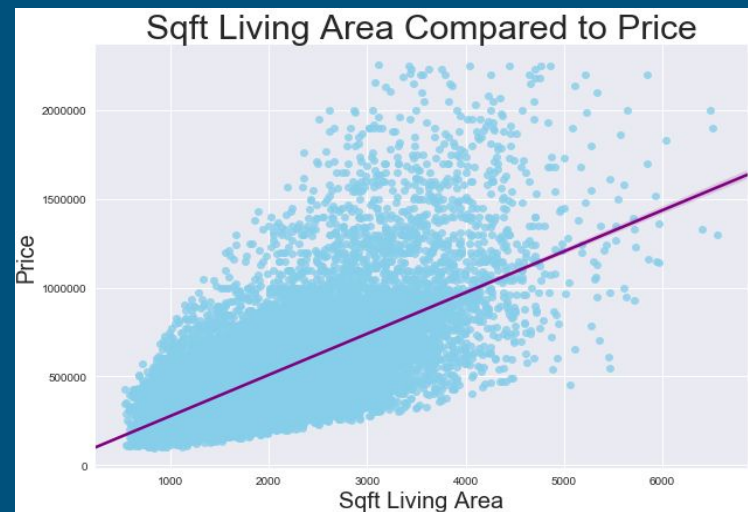


# Appendix





	price	sqft_living	grade
price	1.000000	0.658689	0.657289
sqft_living	0.658689	1.000000	0.742528
grade	0.657289	0.742528	1.000000



# Factors That Don't Really Matter

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- If a house has a basement
- The number of floors in a house
- Bathroom to bedroom ratio
- Condition of the house

Recommendation: These are a much lower priority when looking to significantly increase the price of your house - improving these factors would have little to no effect on the value of your house. Focus on more significant factors to improve your home's value.

# Top Factors A Seller CAN Control

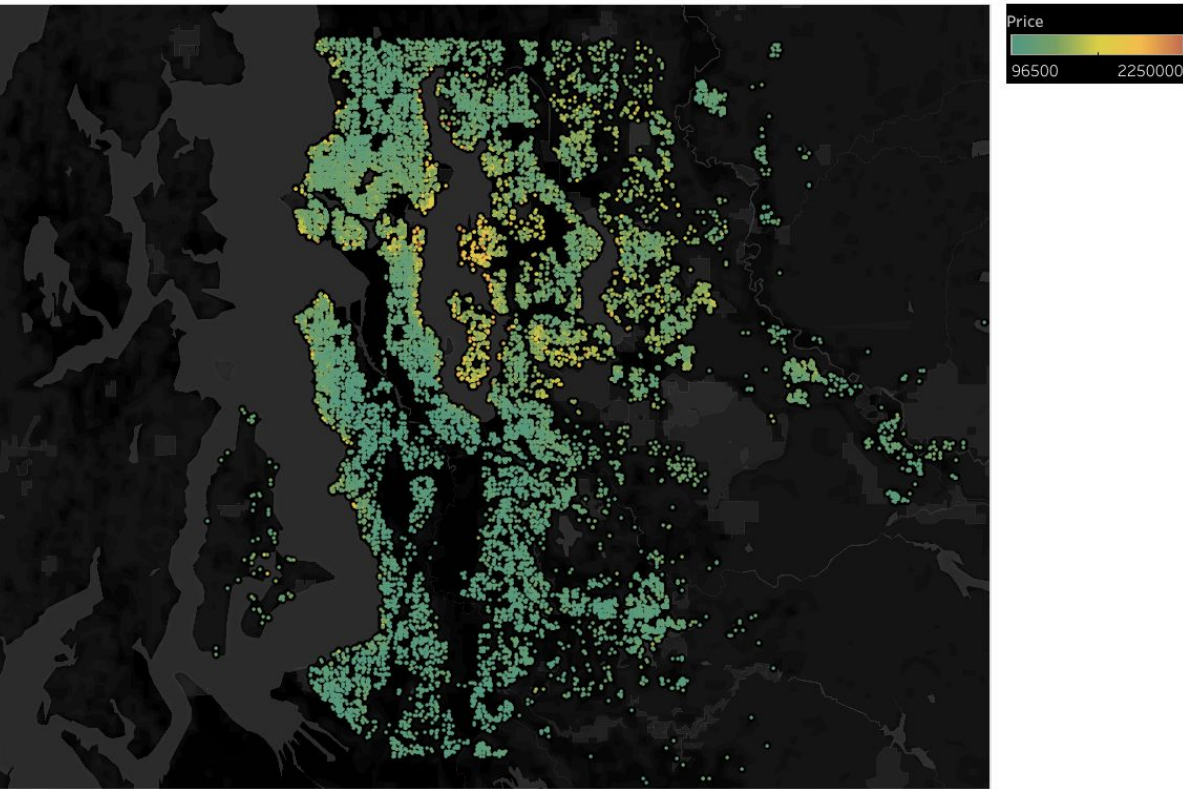
- Grade of the House
- Renovation
- Sq ft Living Area
- How many people view your house

Recommendation: If you want to maximize the price of your house, improve these factors through renovation and properly display features of your house through home selling websites.



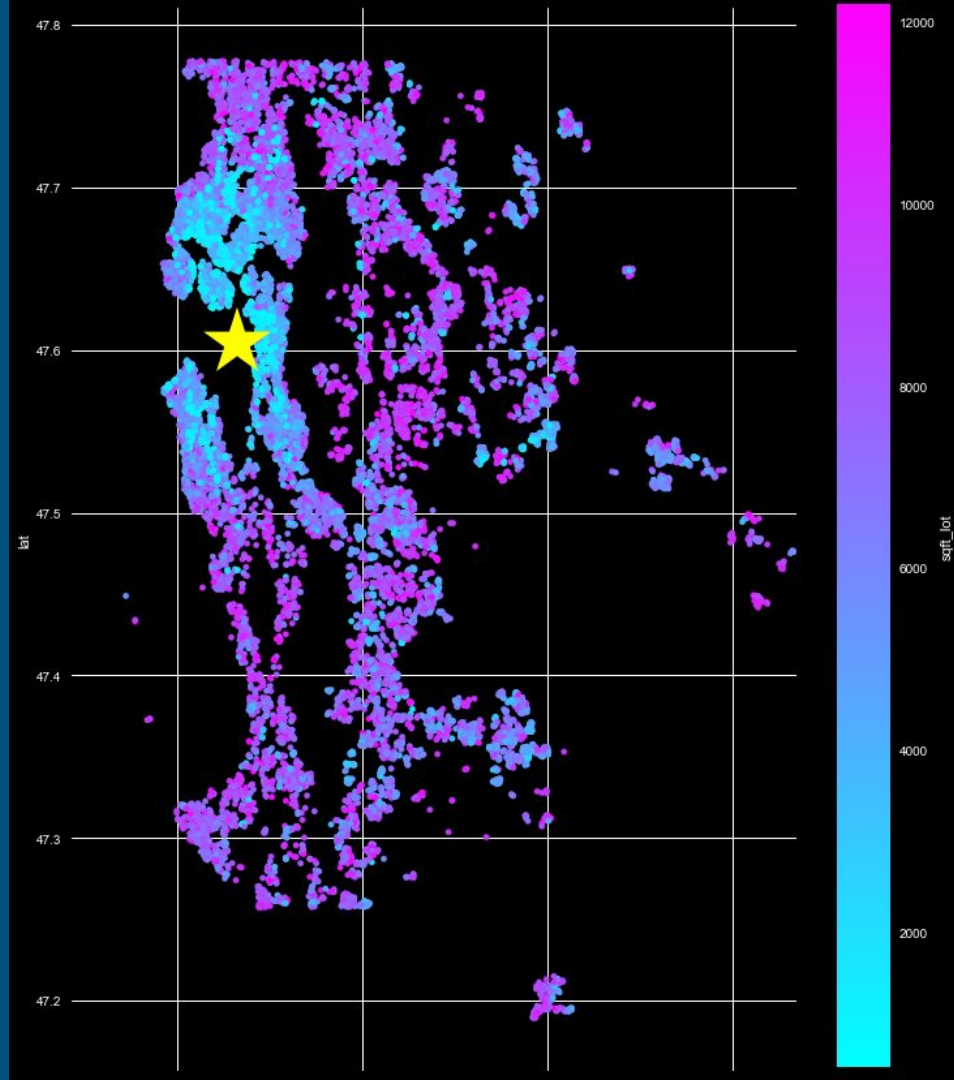


# Price of Houses in our Dataset



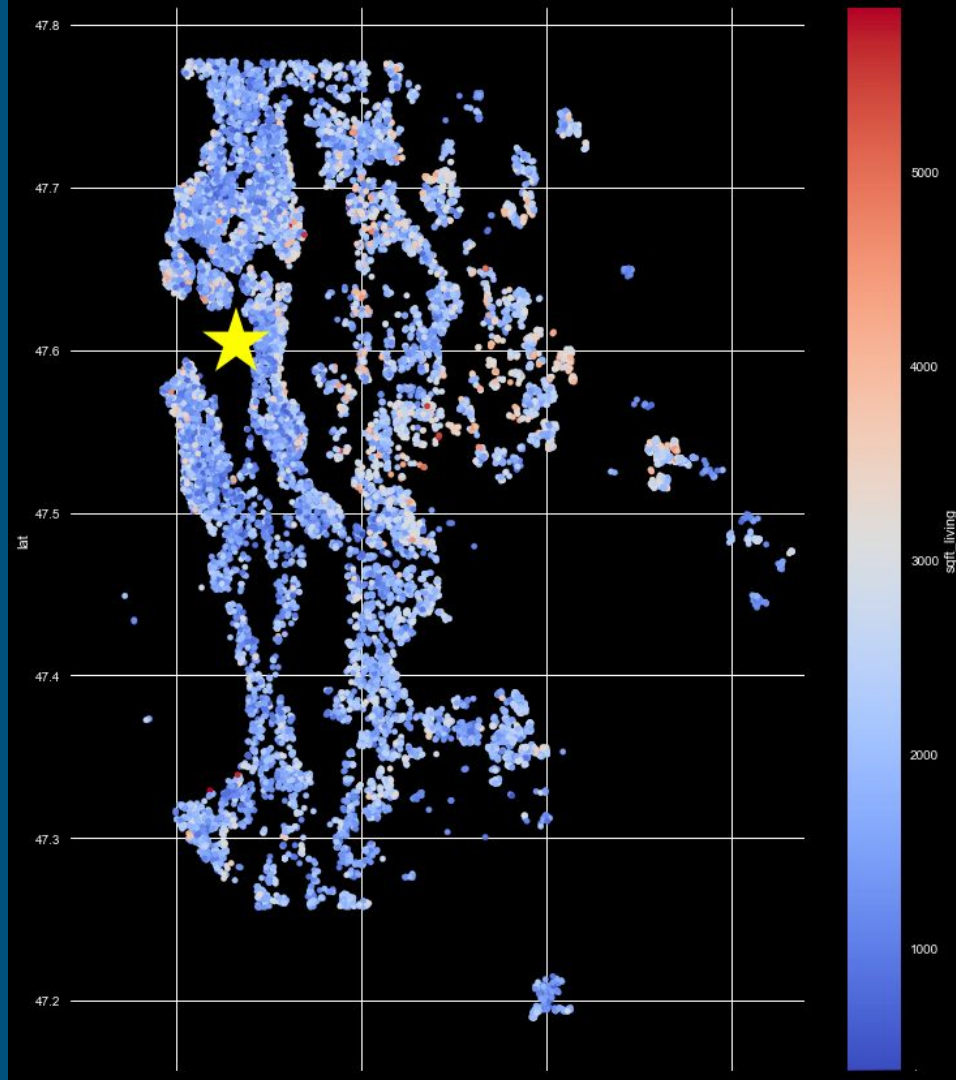
# Sq Ft Lot Area

Closer to city = Smaller lot area



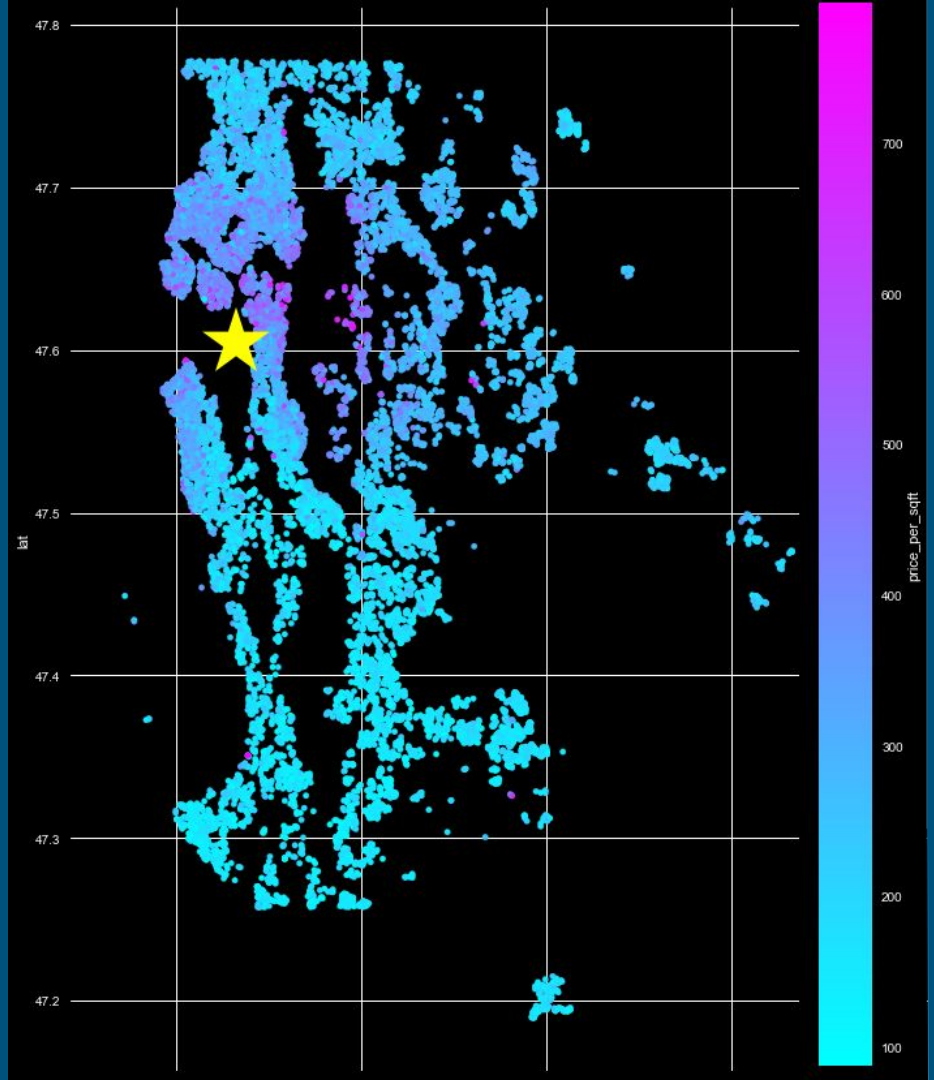
# Sq Ft Living Area

- Sq ft living area increases east of Seattle
- Bigger houses along waterfront



# Price Per Sq Ft in Living Area

- Closer to city = more expensive
- Waterfront = more expensive
- South of city = less expensive



# Grade of Houses

