



KING COUNTY REAL ESTATE

Cocoricos
Marketing Strategy

Morgan Jones



Launching Cocoricos Platform in King County

20M \$

💎 Total Raised Funds

75K

😊 Customers

200K

📈 Monthly Audience

4,508

📁 Listed Projects

1,875

👤 Listed Advisors

FRACTIONAL AND FRICTIONLESS TOKENIZED REAL ESTATE

With Cocoricos you can own a fraction of any property, thanks to a fully-compliant real estate tokenization platform powered by the blockchain.

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Trending Houses in Paris



Closed Parking Space in Paris (World Premiere)

94% Funded • 5.7% /year • Ends in 2d 12h ---



Lovely 158 m2 offices in Noisy-Le-Grand 93

Funded • € 254 000 raised



Comfy studio in Paris for sale

34% Funded • 4.1% /year • Ends in 2m 11d ---



One room studio in Paris for sale

23% Funded • 4% /year • Ends in 2m 00h 48m

Advertising Campaign for King County

- Find valuable insights as to Where & When Cocoricos should launch an advertising campaign in King County.
- Create a model to be used as a Price Predicting feature on the Cocoricos Platform to be released with Campaign launch.



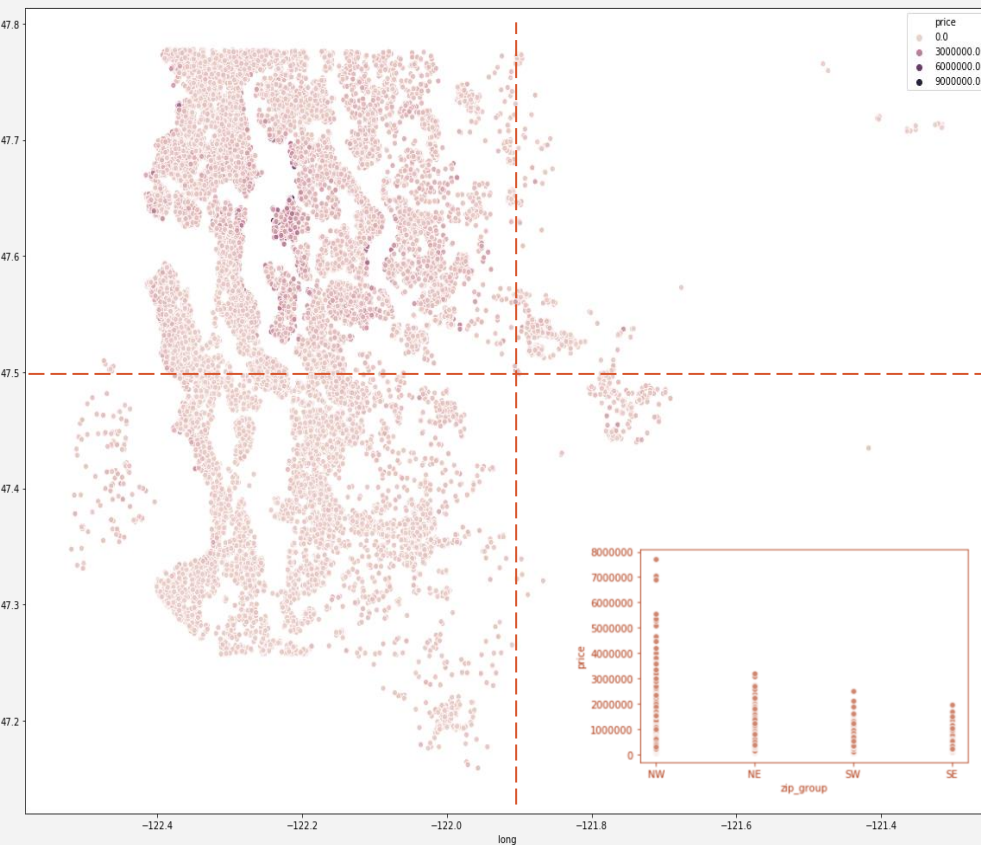
21,597

Properties in Dataset 2014 - 2015



WHERE

Regions to Target

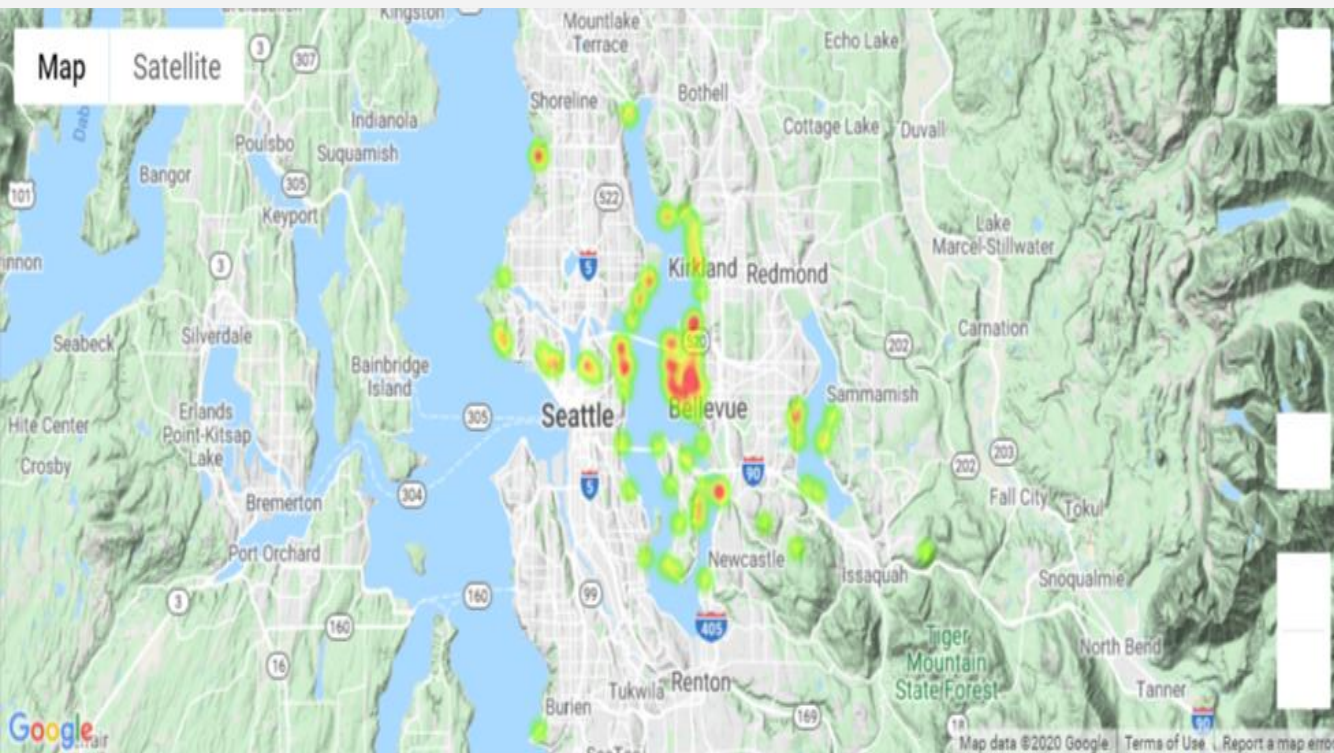


Number of Transactions by Region

Northwest	12098	56.01%
Northeast	5028	23.28%
Southwest	2885	13.35%
Southeast	1586	7.34%

WHERE

Cities to Target



Top 100 properties

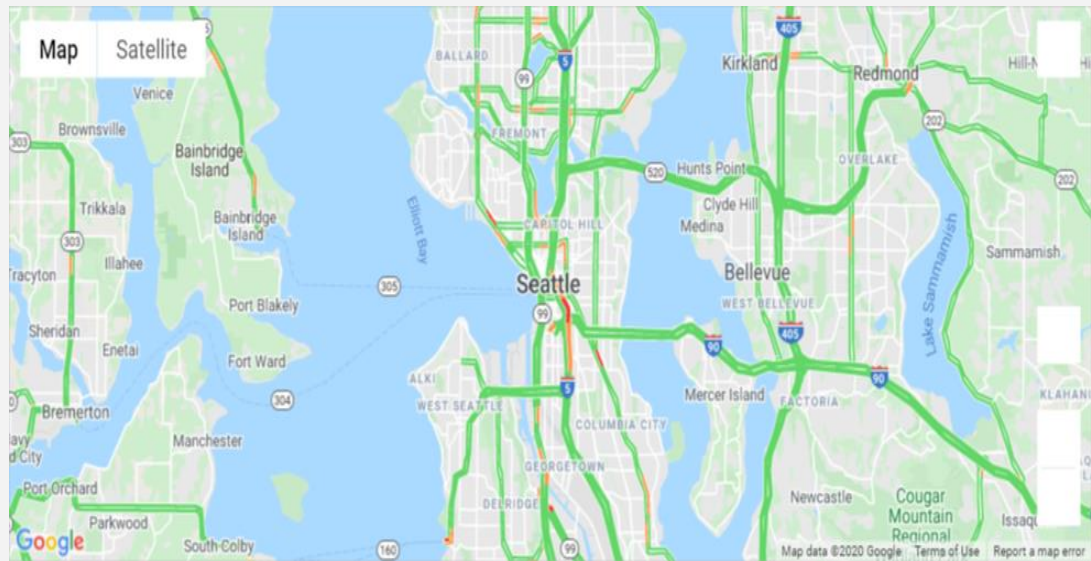
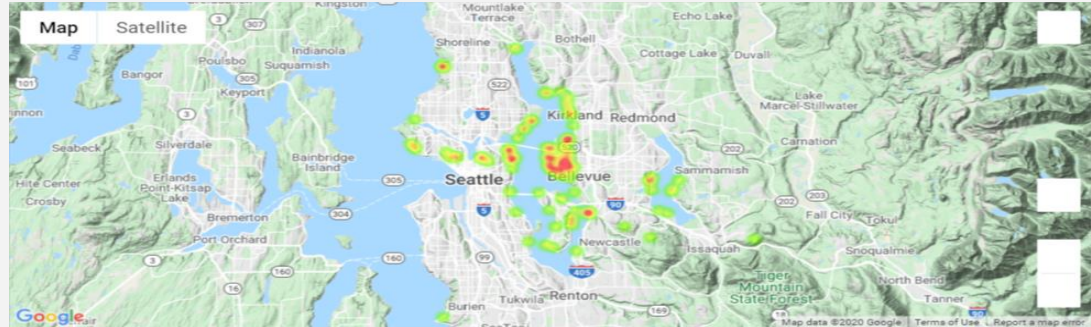
City	#
Seattle	32
Bellevue	18
Medina	13
Clyde Hill	9
Mercer Island	9
Kirkland	9
Yarrow Point	3
Issaquah	3
Sammamish	2
Lake Forest Park	1
Renton	1

WHERE

Streets to Target

Top 100 properties

Street	#
Evergreen Point Rd., Medina	4
W Lake Sammamish Pkwy SE, Bellevue	4
NE 14 th St, Clyde Hill	3
NW Elford Dr, Seattle	3
Lake Ave W, Kirkland	2
78 th PI NE, Medina	2
Broadmoor Dr E, Seattle	2
W Mercer Way, Mercer Island	2
Warren Ave N, Seattle	2
NE 8 th , Medina	2



WHEN

Seasons to Target

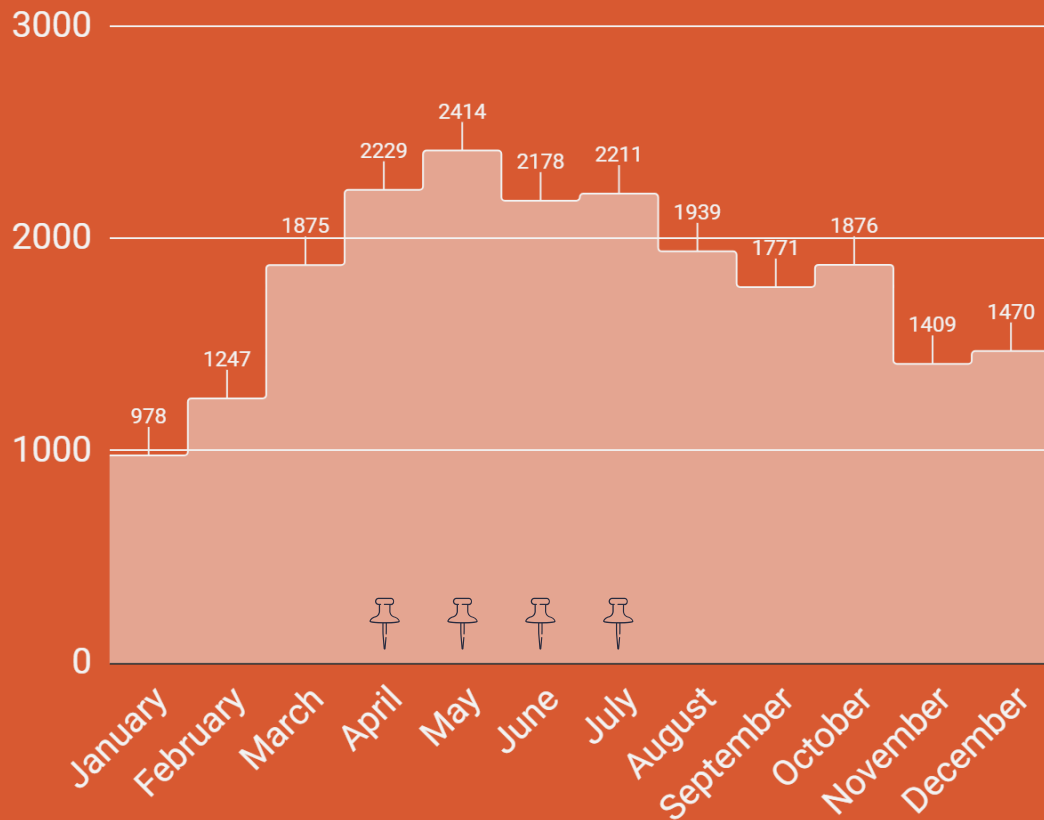


Transactions by Season

	#	%
Spring	6518	30.18%
Summer	6328	29.3%
Autumn	5056	23.4%
Winter	3695	17.1%

WHEN

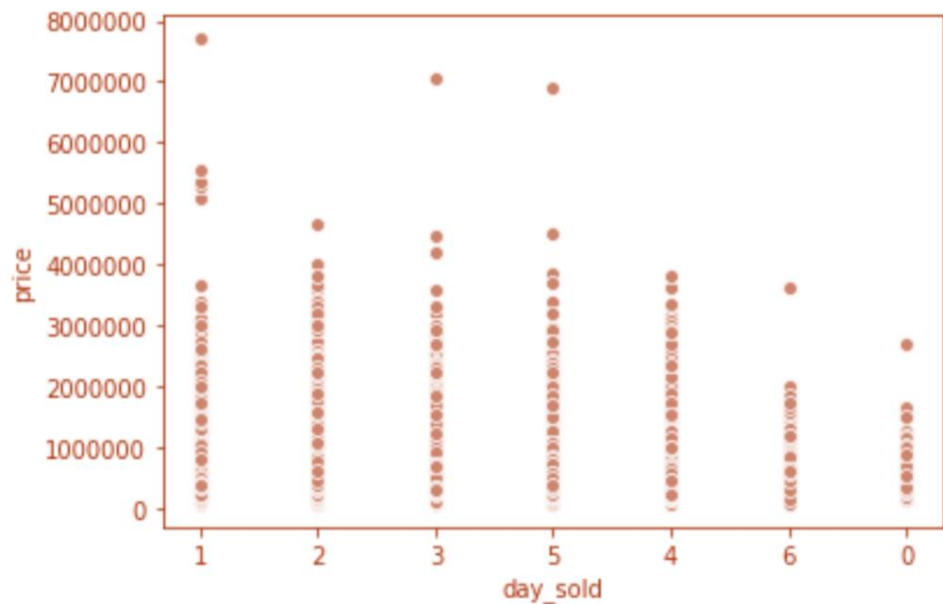
Months to Target



Months by Percentage of Sales

May	11.1%
April	10.3%
July	10.2%
June	10.0%

Days to Target



WHEN

1	Monday	18.9%
2	Tuesday	21.8%
3	Wednesday	21.3%
4	Thursday	18.4%
5	Friday	17.0%
6	Saturday	1.3%
0	Sunday	1.0%

BEST PREDICTORS OF PRICE



83.9% of changes in price are explained by our predictors.

ZIPCODE

98039 most expensive

Square Feet of House

Larger House = Higher Price

Square Feet of Lot

Larger Lot = Higher Price

Year Built

Younger house = Higher Price

Bathrooms

More Bathrooms = Higher Price

Bedrooms

41% of Most expensive properties have 4 bedrooms

WHERE

Recommendations for Campaign



Seattle & Bellevue

Are key cities to focus marketing campaign. Create commercials incorporating local trends and traditions to appeal to homeowners in these cities.



Evergreen Point Rd, Medina West Lake Sammamish Pkwy, Bellevue NE 14th St, Clyde Hill

Run gorilla marketing campaigns here.
Host special events near these neighborhoods.

WHEN

Recommendations for Campaign



May

April

June

July

- Offer special promos for investing and purchasing properties on the Cocoricos Platform during these months.

Monday

Tuesday

Wednesday

- Offer higher Cocoricos Token (EGG) Airdrops for actions on the platform on the first 3 days of the week.

Computer Vision

- Classify images of properties for easier search by comparison on the Cocoricos Platform to improve User experience

Natural Language Processing

- Incorporate NLP for scanning documents to extract key terms and alerts for poor contractual agreements on the Cocoricos Platform for improved investor security
- Detection in Mortgage Fraud, Title Defects & Title Insurance Policies for protection of homeowners



THANKS!

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CREDITS: This presentation template was created
by **Slidesgo**, including icons by **Flaticon**, and
infographics & images by **Freepik**



Appendix

- <https://buildmedia.readthedocs.org/media/pdf/jupyter-gmaps/stable/jupyter-gmaps.pdf>
- <https://statisticsbyjim.com/regression/check-residual-plots-regression-analysis/>
- <https://becominghuman.ai/implementing-and-visualizing-linear-regression-in-python-with-scikit-learn-a073768dc688>
- <https://cocoricos.io/tokenized-real-estate>
- <https://machinelearningmind.com/2019/10/19/multicollinearity-how-to-fix-it/>
- https://sebastianraschka.com/Articles/2014_about_feature_scaling.html
- <https://www.kaggle.com/sudalairajkumar/feature-engineering-validation-strategy>