

A photograph of a modern, two-story house at night. The house has large glass windows and a balcony. The interior is lit up, showing a living room with a sofa and a dining area. The balcony has a glass railing. The house is set against a dark sky.

KING COUNTY REAL ESTATE ANALYSIS

NEHA PATEL
Student, Flatiron School

OBJECTIVES

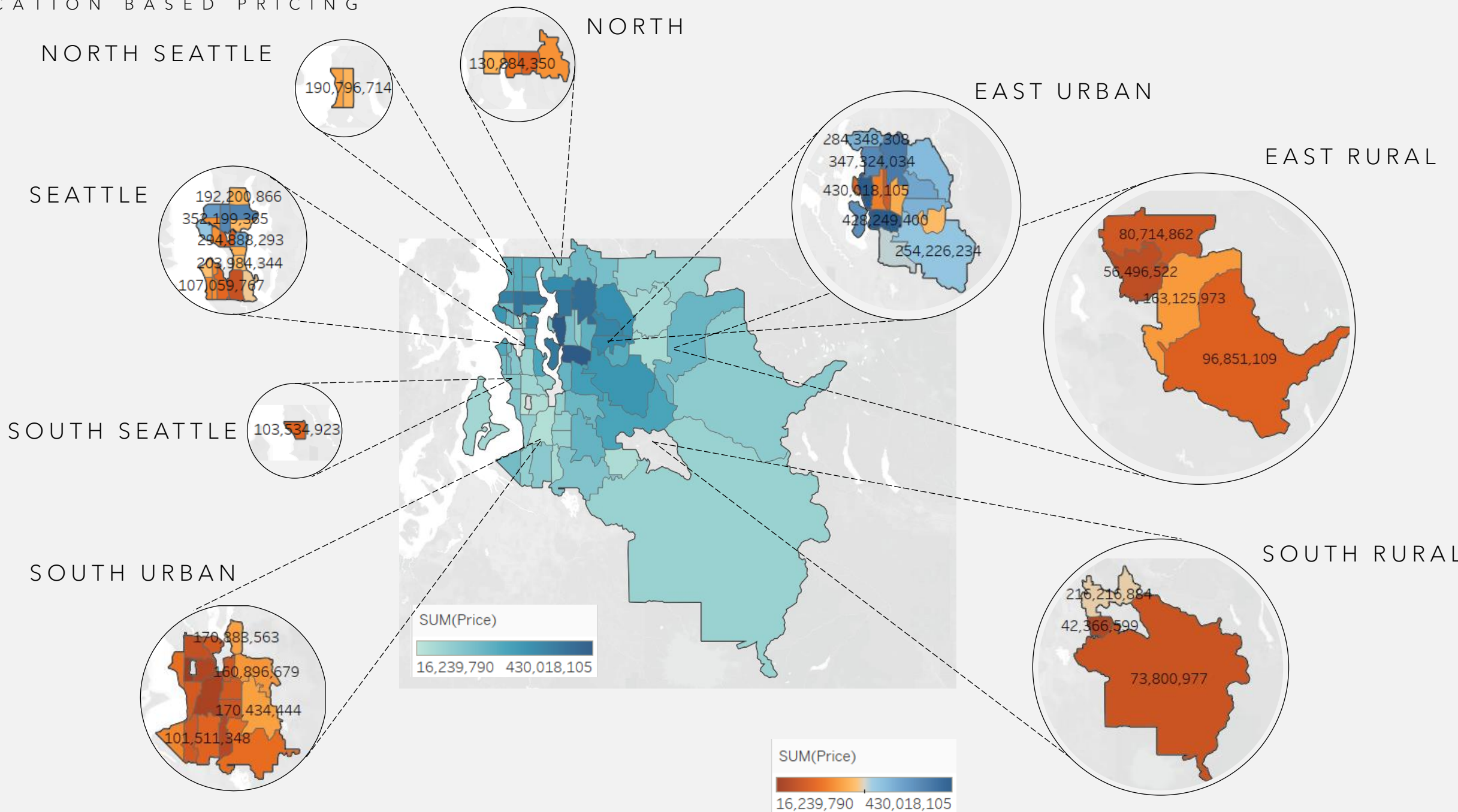
- Explore the Real Estate Price Trends
- Location Analysis and its Impact on Price
- Analysis of Various features and its effect on the selling Price
- Provide a reasonable recommendation to the stakeholders for the most desirable property





LOCATION BASED PRICING

KING COUNTY REAL ESTATE
ANALYSIS

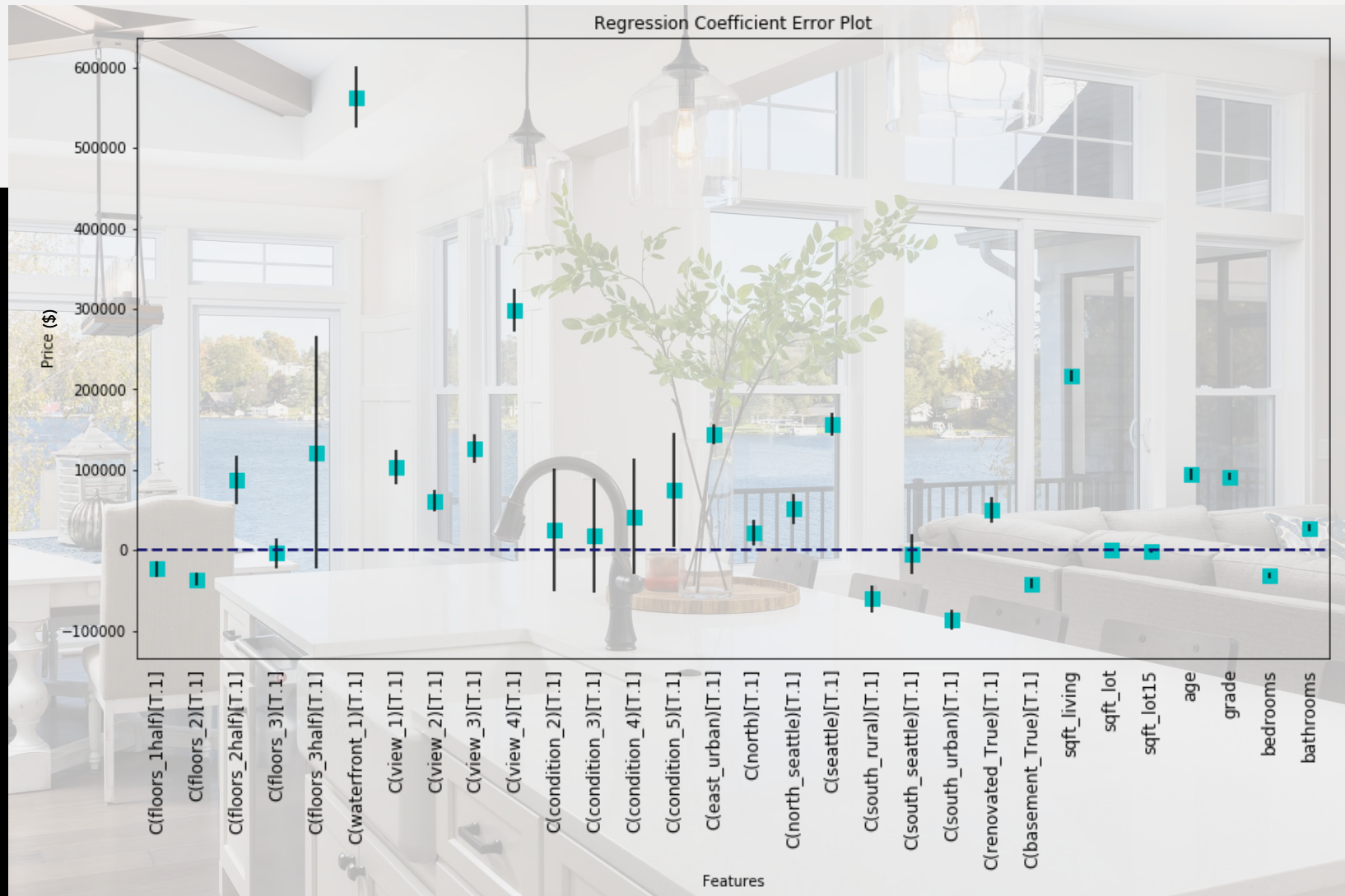




LARGEST DETERMINANTS OF LISTED PRICE

INFLUENCING FEATURES

COEFFICIENT ANALYSIS



HIGHEST
POSITIVE
INFLUENCE

Waterfront, View
4, sqft living



HIGHEST
NEGATIVE
INFLUENCE

certain locations
(south rural and
urban),
basement

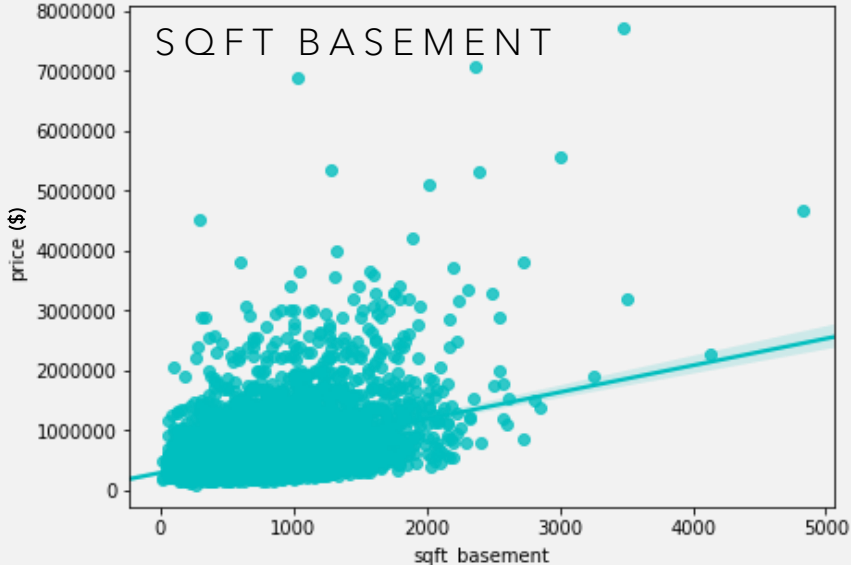
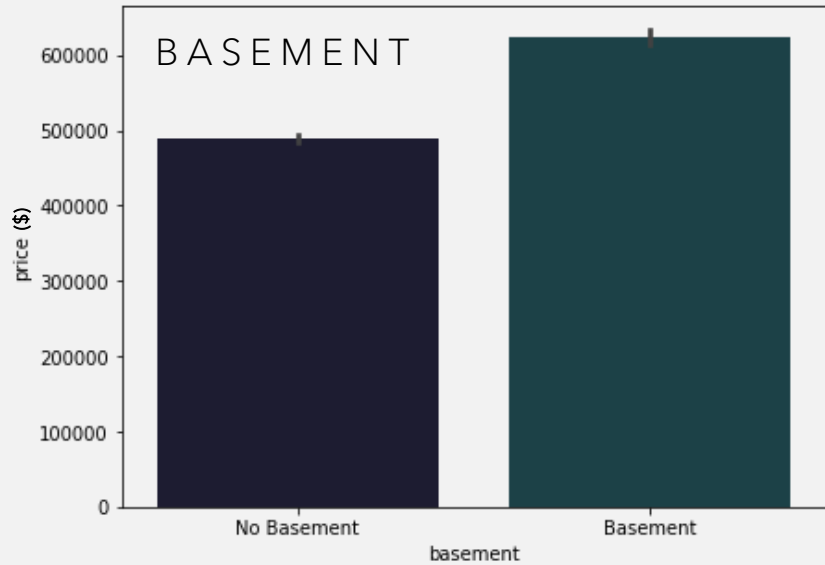
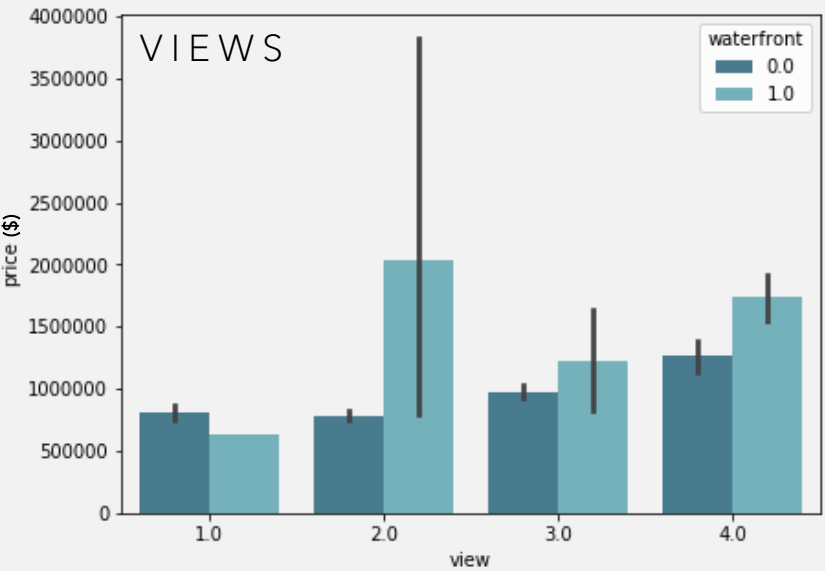


NEGLIGIBLE INFLUENCE

Sqft lot, sqftlot15

INDIVIDUAL FEATURES

Base Price without features: \$380,036

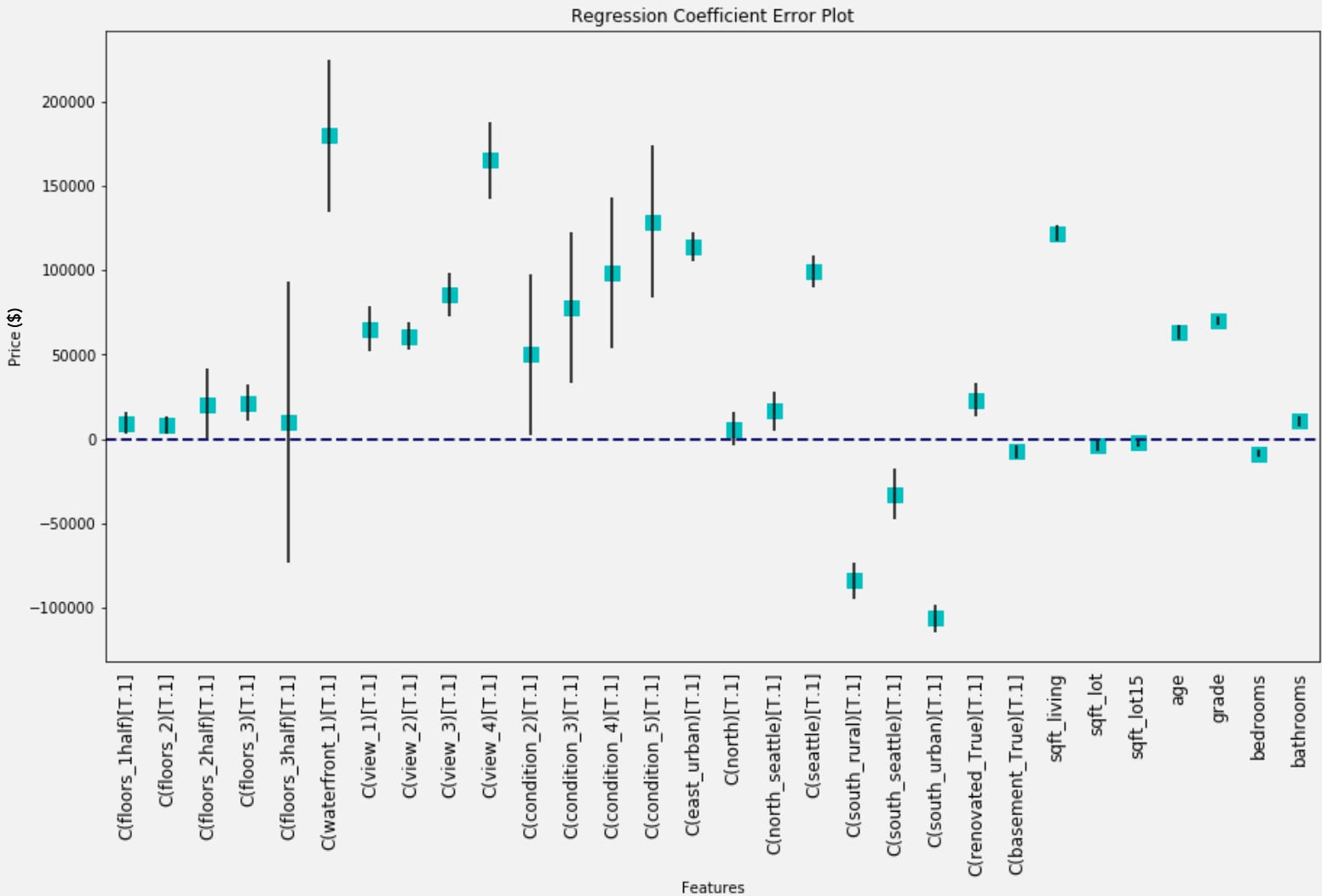




AFFORDABLE LIVING

MAJORITY BUYERS

COEFFICIENT ANALYSIS



HIGHEST
POSITIVE
INFLUENCE

Waterfront, View
4, condition,
location-east
urban

HIGHEST
NEGATIVE
INFLUENCE:

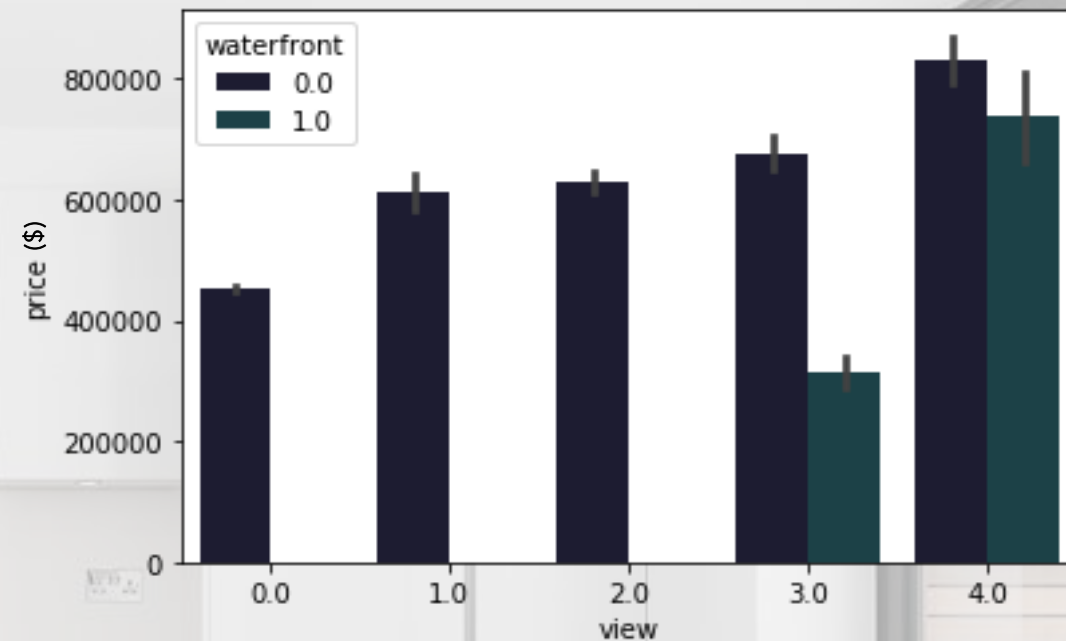
Locations:
S.rural, S.urban,
S.Seattle

NEGLIGIBLE
INFLUENCE

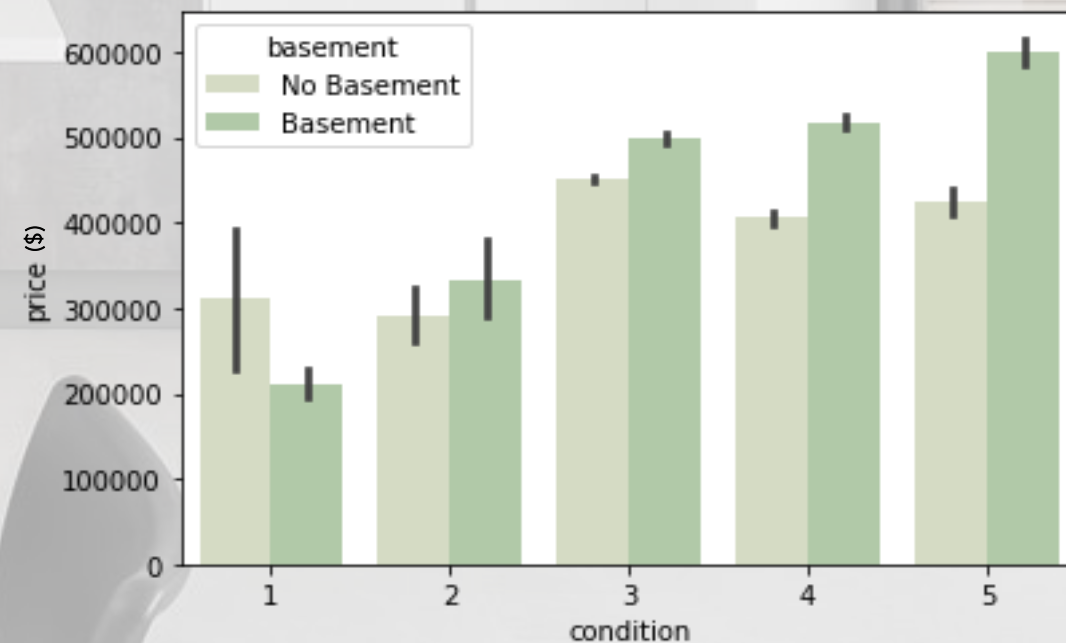
Sqft lot, sqft lot
15

INDIVIDUAL FEATURES

Base Price without features: \$309,739

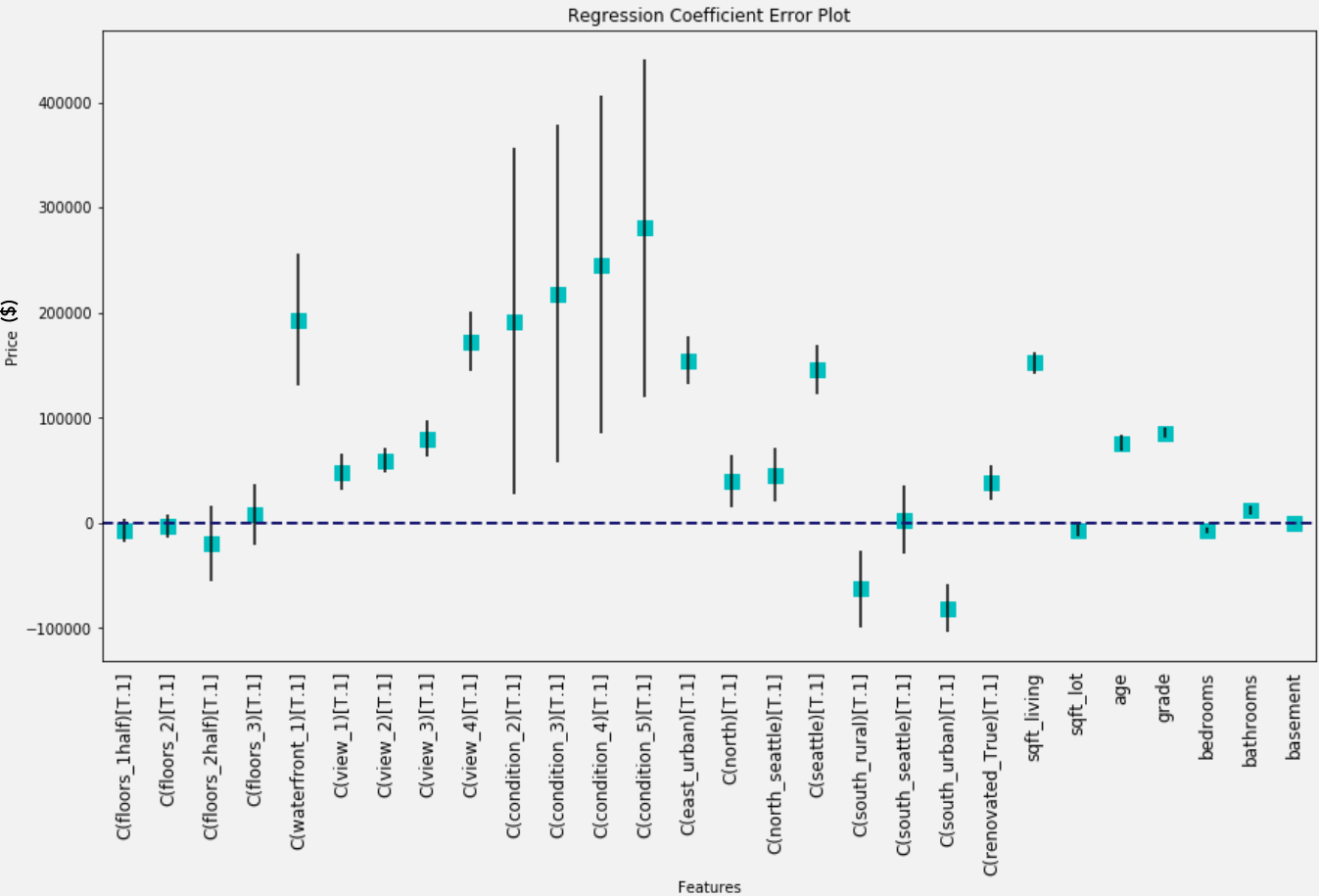
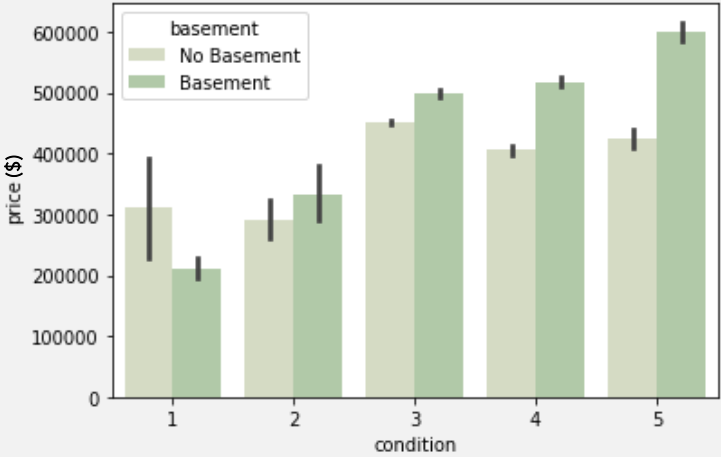


BASEMENT



INDIVIDUAL FEATURES

Relative base price, no basement: \$335,820
Relative base price, with basement: \$119,992

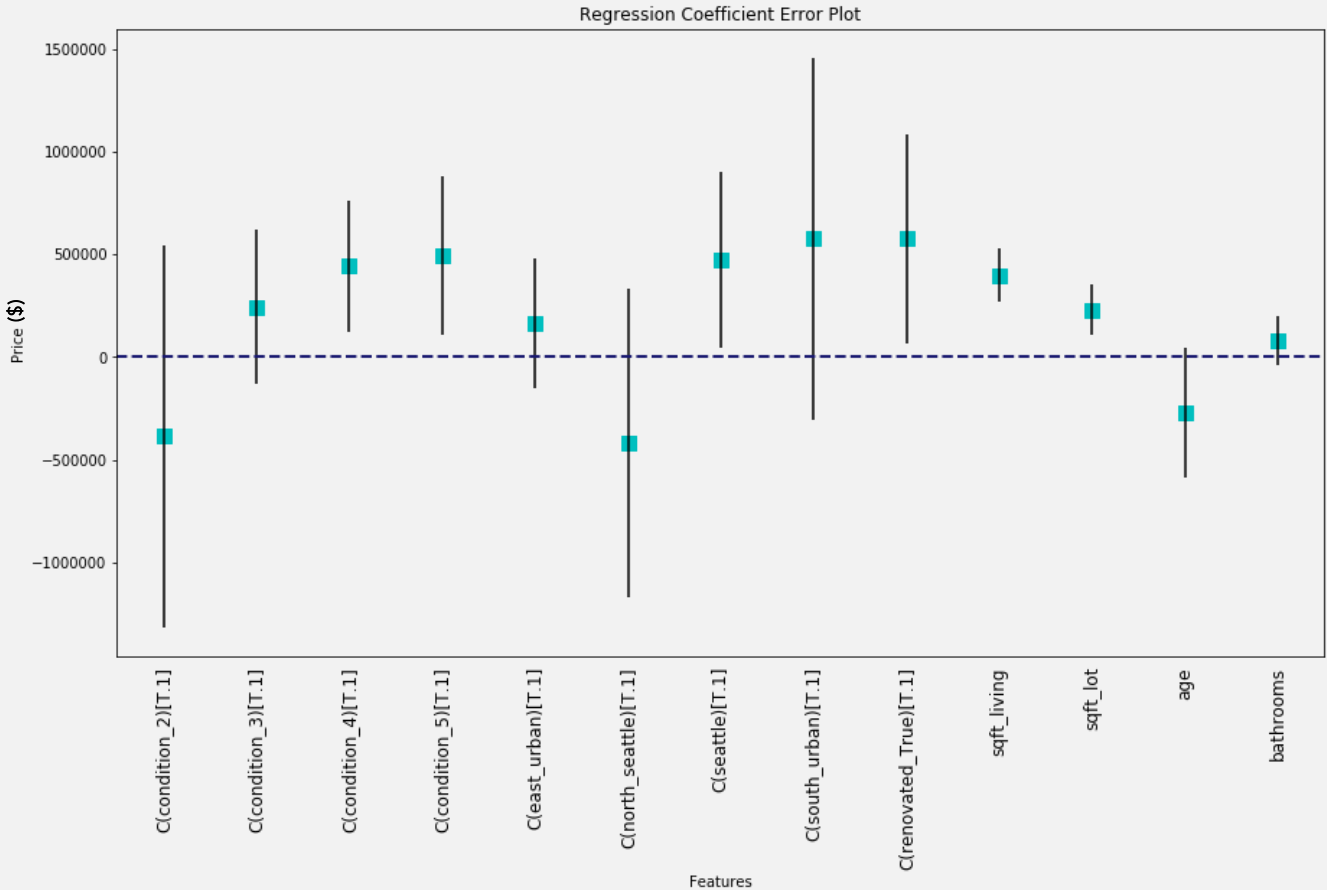




ELITE RESIDENTIALS

THE UPPER END

COEFFICIENT ANALYSIS



HIGHEST
POSITIVE
INFLUENCE

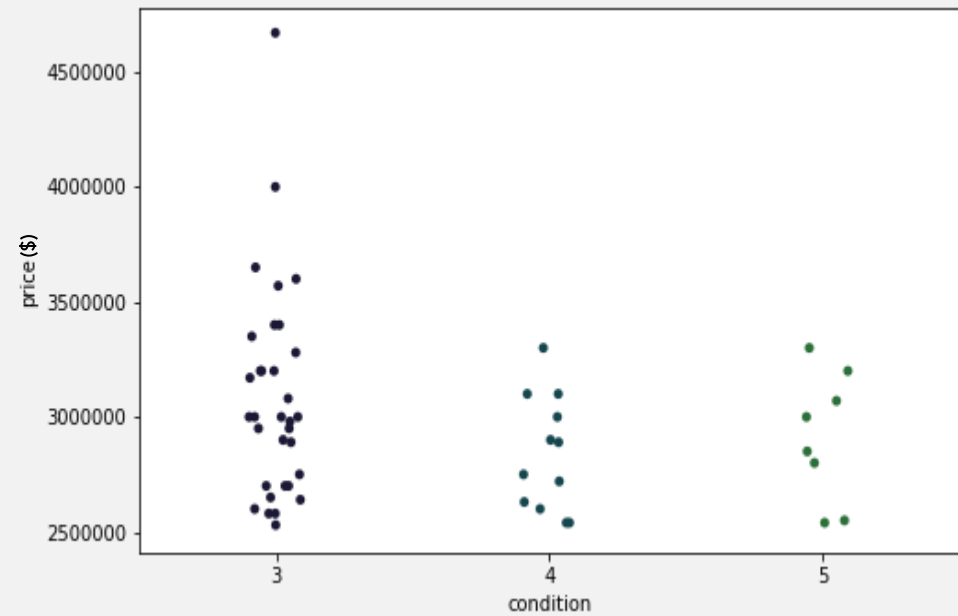
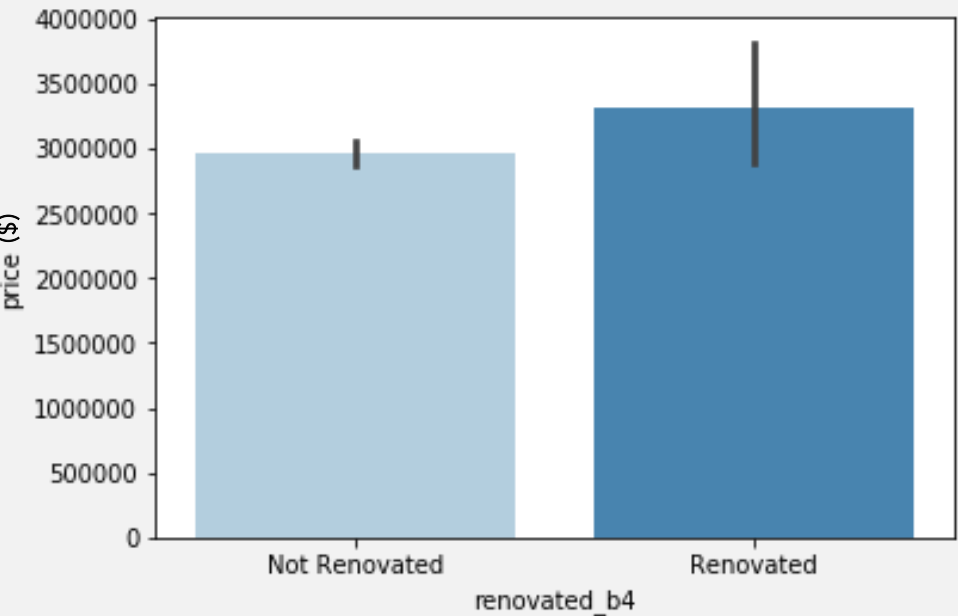
Renovation,
Location-South
urban, Condition 5

HIGHEST
NEGATIVE
INFLUENCE

Locations: S.
Seattle, condition 2

INDIVIDUAL FEATURES

Base Price without features: \$796,597



RECOMMENDATIONS

- Refer to the price range in the subregion that the house is in for an initial expectation. Also consider whether the house is at the waterfront, since this has a significantly high influence on price.
- To get the highest offer, consider acquiring a greater number of views. This can be done by various means of marketing, including digital marketing, professional videography, and/or 360° view of the house.
- Maintain the highest standards of condition of the house, it being one of the major determinants of the price, to attract higher investments.
- If considering renovation, consider building a basement, which most often then not is included in the sqft living and won't be a heavy investment on your side. Further, keep the majority demographic in mind while choosing the theme of the house for renovation purposes. Most of the high-end houses have undergone renovations per the current trends and are maintained in excellent condition.



FUTURE WORK

- Generating separate models based on locations, and subset of waterfront, to make it easier for the audience to decide on the most determinant feature in their neighborhood.
- Analyze the renovated features to interpret the most influencing feature that can be modified to significantly increase the cost of the house
- Test the hypothesis that modern themed, huge spaced, renovations tend to be pricier, and explore the impact of other themes (e.g. antique) on the pricing
- Generate an interactive tool where the audience will have an ability to choose which feature, they already have, and what can be modified to give a resulting price of their house.

A modern villa at dusk with a swimming pool and lounge chairs. The villa has a grey and white facade with large windows and a wooden deck. The pool is illuminated with underwater lights, and the sky is a mix of blue and orange. The text "THANK YOU!" is overlaid in a large, white, sans-serif font, and "QUESTIONS?" is overlaid in a smaller, white, sans-serif font below it.

THANK YOU!

QUESTIONS?