

Investing in Ames



How to maximize your return.



Problem Statement:



Seller clients are unsure of what factors most impact sales price.

Buyer clients are unsure of what features to prioritize.

We are seeking to give our investor clients clarity on which features most impact the value of single family real estate in Ames, Iowa

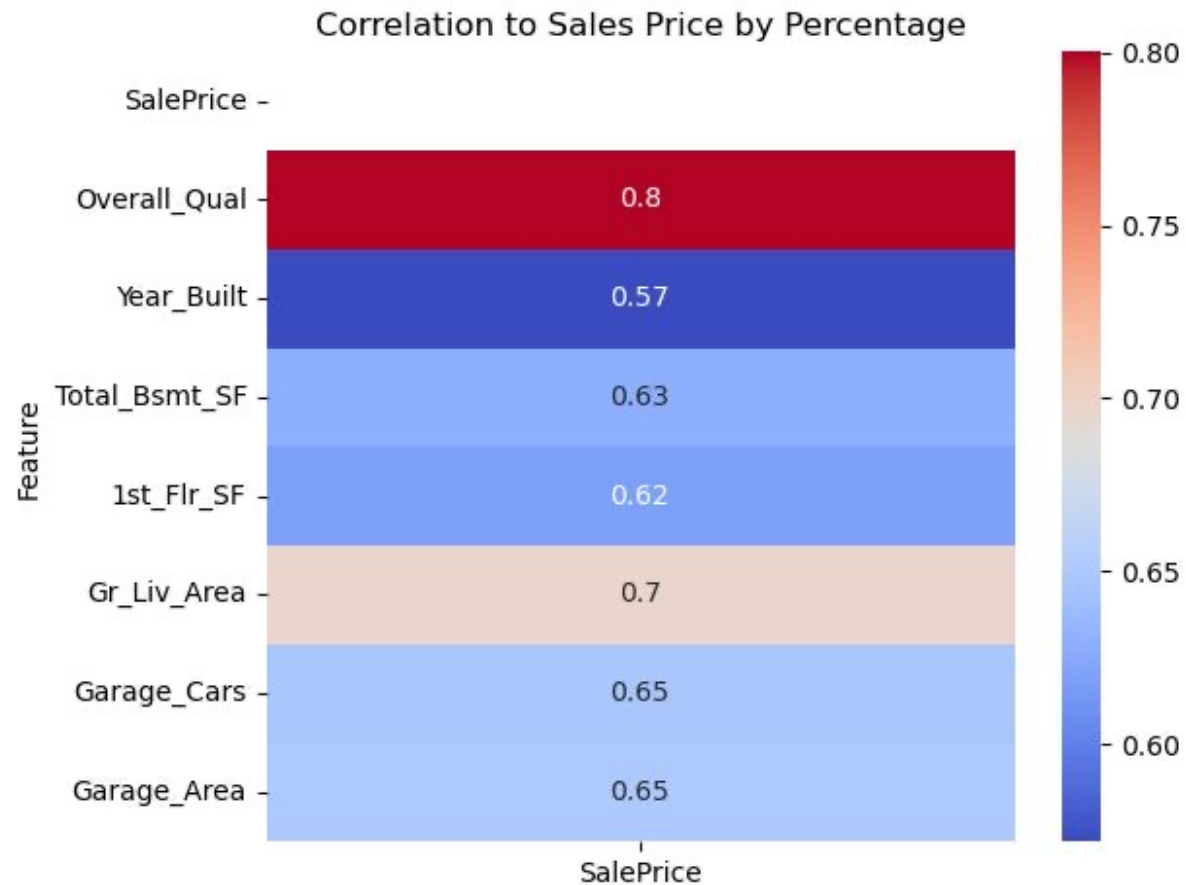


Methodology:

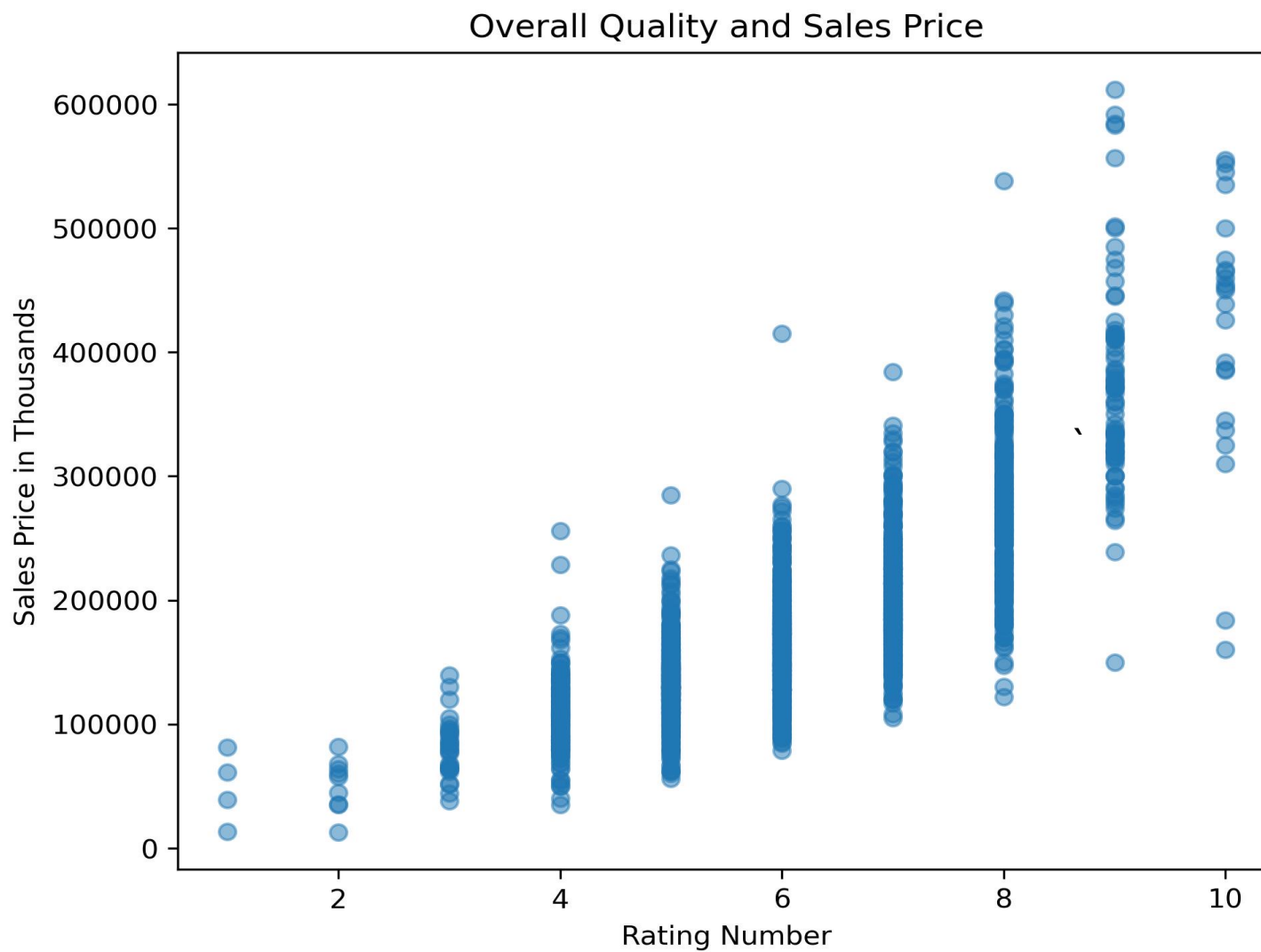
- Correlation between features and sales price.
- Pull features with highest correlation to sales price
- Modeled estimated sales price based on those features.
- Disclaimer*



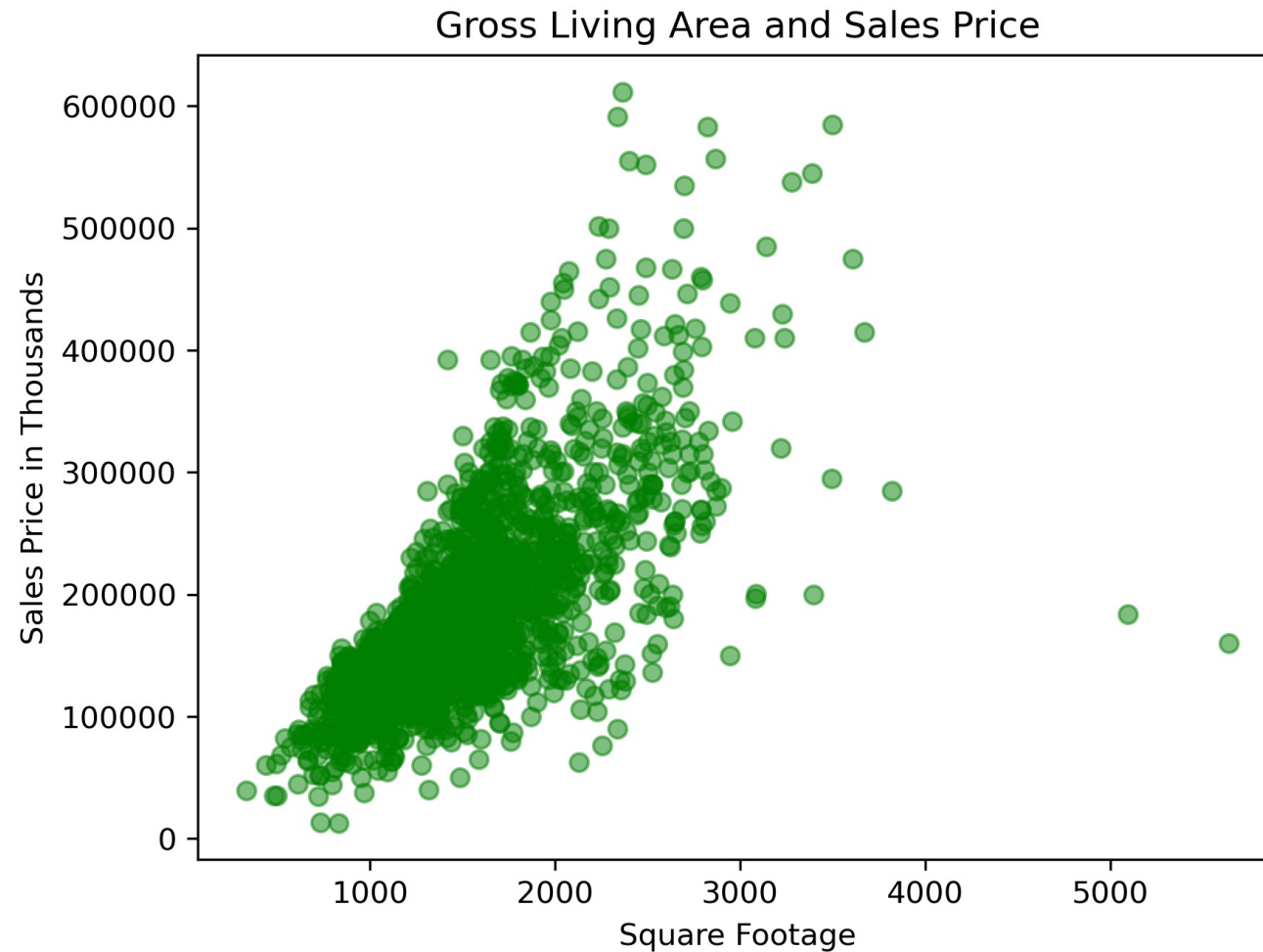
Features & Sales Price:



Overall Quality:

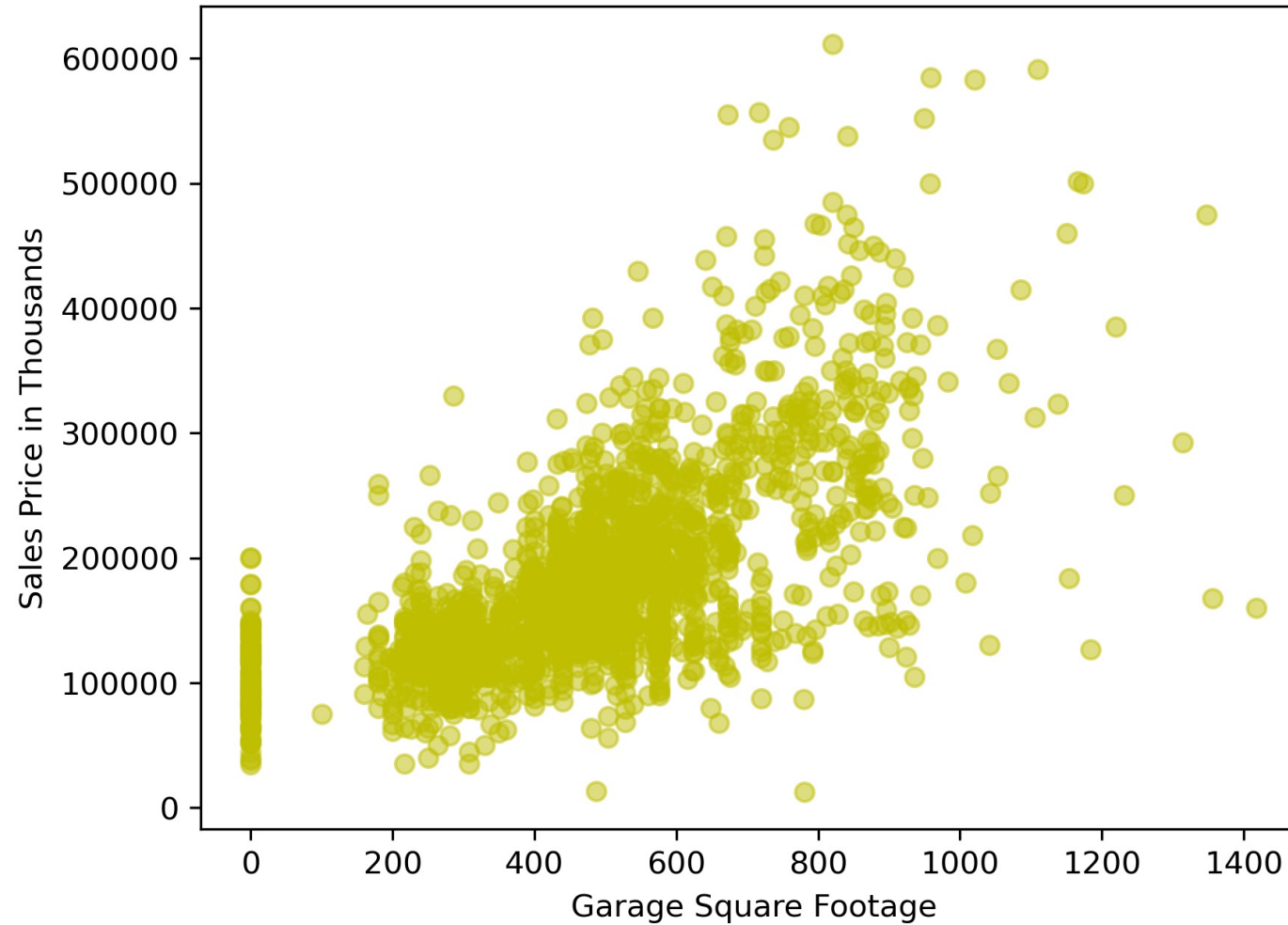


Gross Living Area:



Garage Area:

Garage Area SQFT and Sales Price



Conclusions & Recommendations:

* Our features account for 83% of variability in sales price holding all else equal.

Sellers:

Maximize profit by improving overall QUALITY.

Buyers:

Money is made on the buy.
Focus on space and overall CONDITION.

