CENTURY 21

AMES HOUSING PROJECT

Consulting for Century 21

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Increase brand trust

Increase revenue through transaction commissions

Background

Century 21 Real Estate LLC offers real estate consulting services to independent brokers and even a digital brokering service to home buyers and sellers, with a commission fee.

As data science consultants, we are tasked to find ways to increase their brand equity and topline by improving their industry know-hows and brokerage products.

The pilot phase of the project focuses on Ames, Iowa which has been identified to require brand reinforcement.

Which features best determine the price of a house?

Will improving these features increase the price of a house?

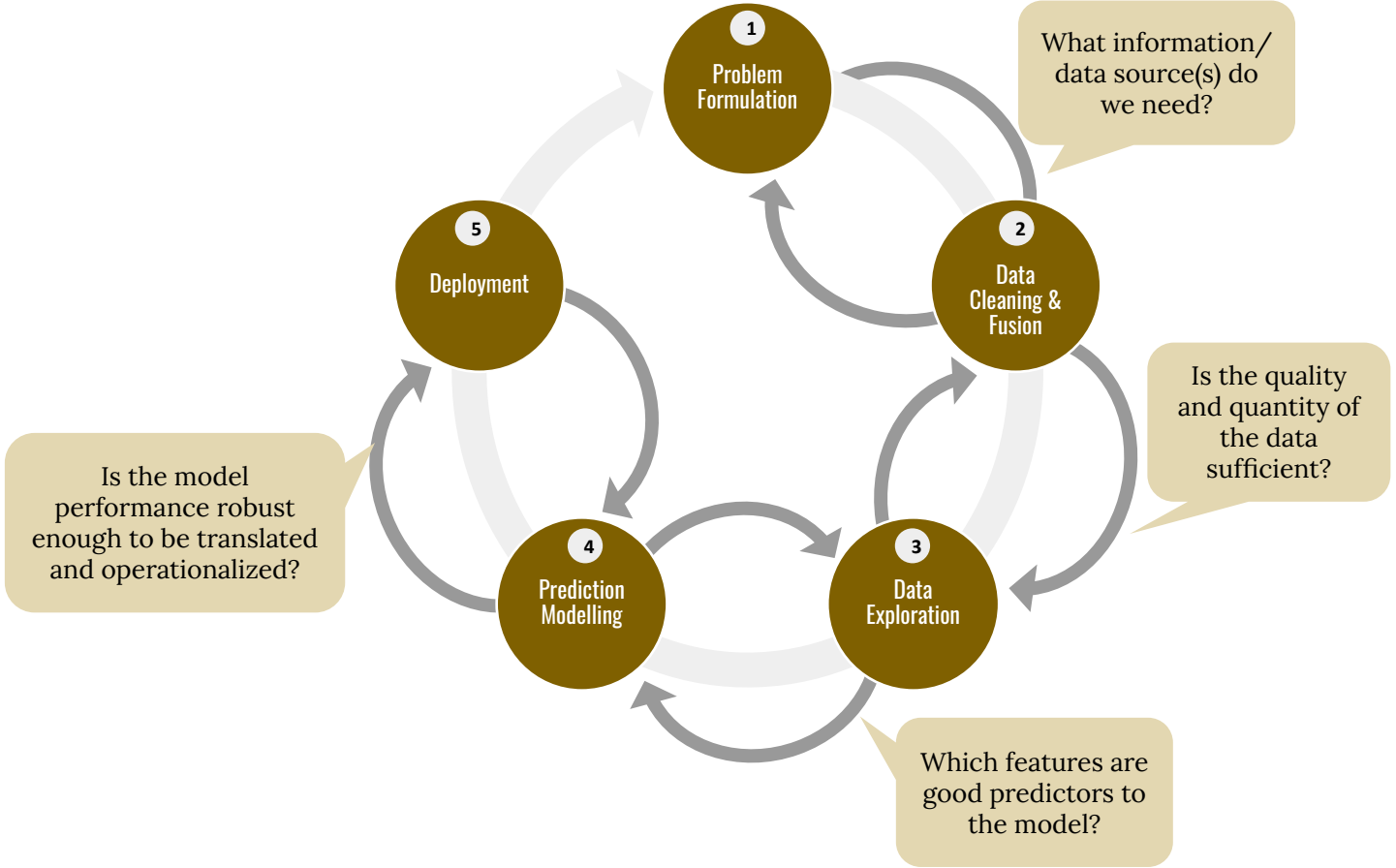
Executive Summary

The approach is to provide home improvement recommendations based on the 2006-2010 Ames housing data. These recommendations are provided to home sellers to help increase their property value.

A price recommendation engine will also be proposed to help home sellers determine their market value, thus establishing the brand value that Century 21 is able to broker amicable and equitable transactions.

Success metric: Greater customer satisfaction and transaction volume for Century 21.

Methodology

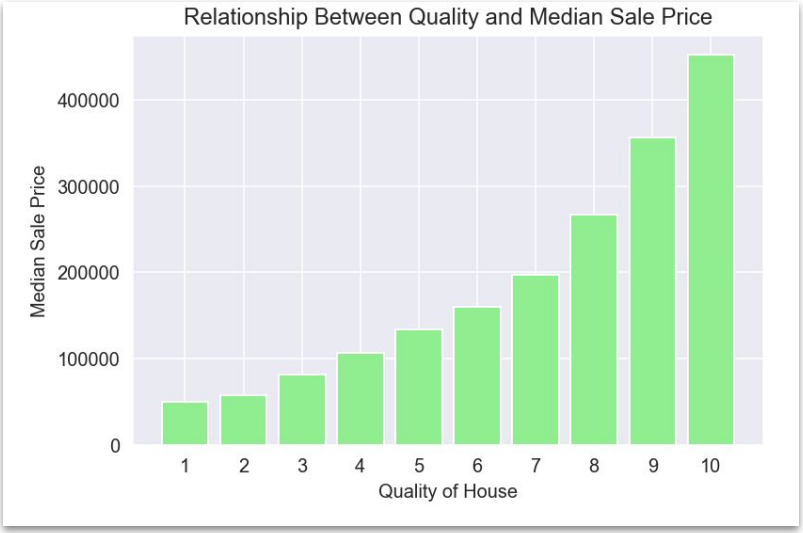


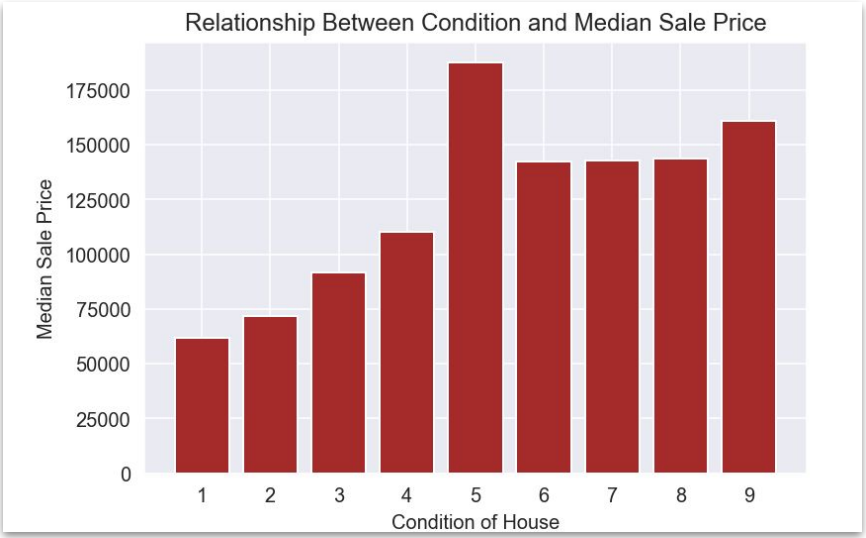
Size

The **larger** the living area of the property,
the **higher** the value

Quality and Condition Matters!

The higher the quality and condition of the house, the higher the sale price

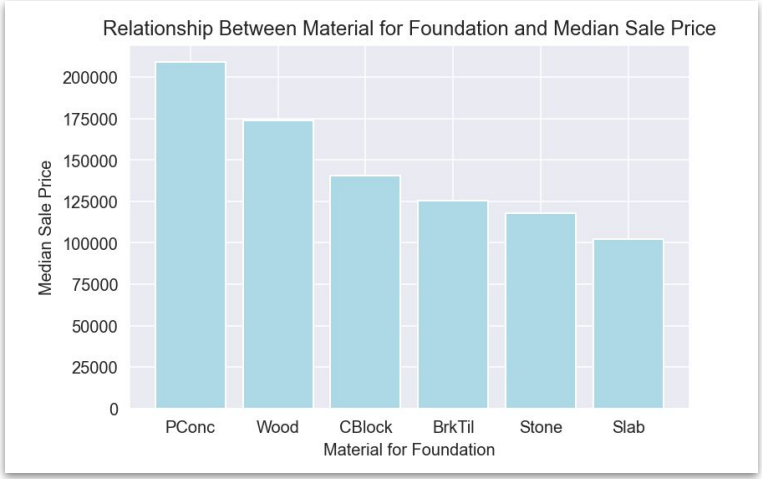


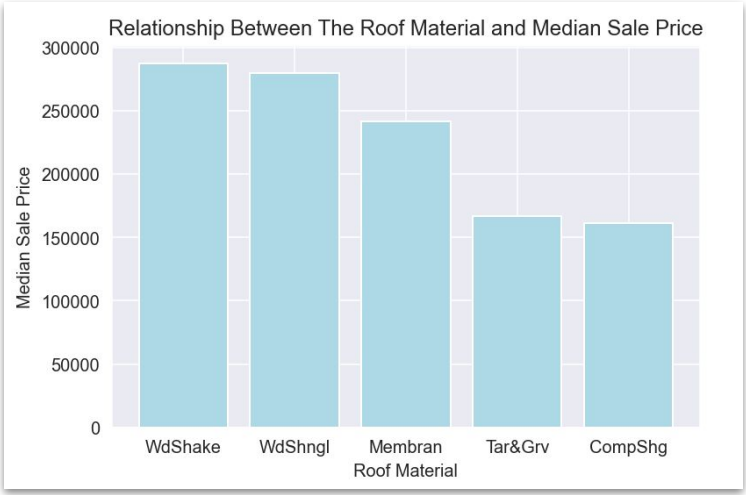


Materials Affect Prices

Different material fetch different prices.

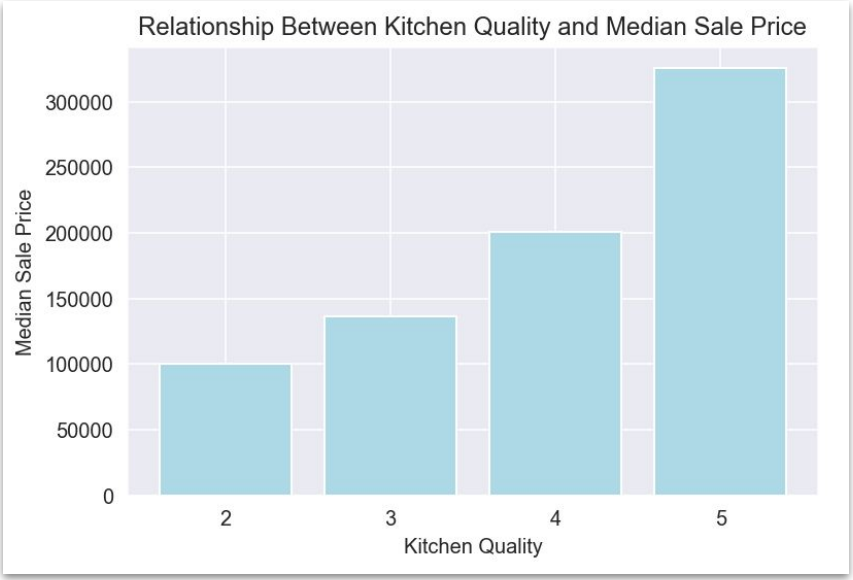
Example:
1. Concrete fetched the highest price for Foundation
2. Wood fetched the highest pricing for Roof Material





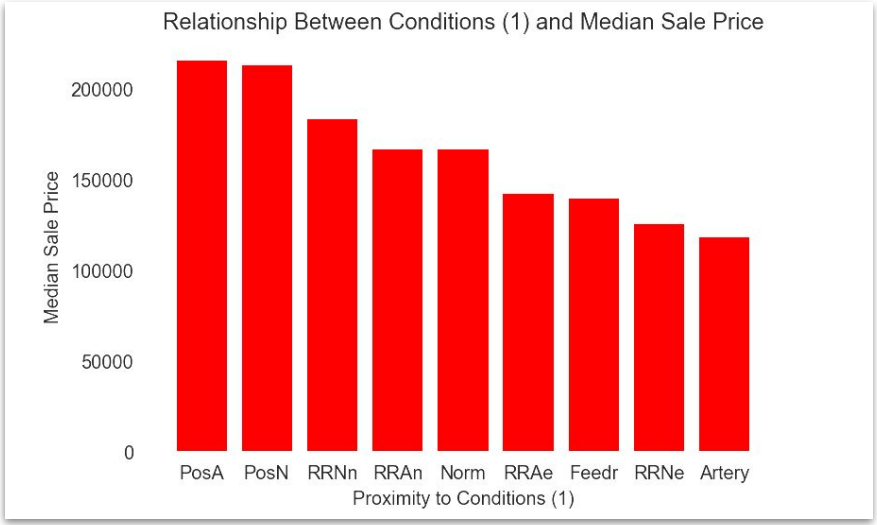
Kitchens

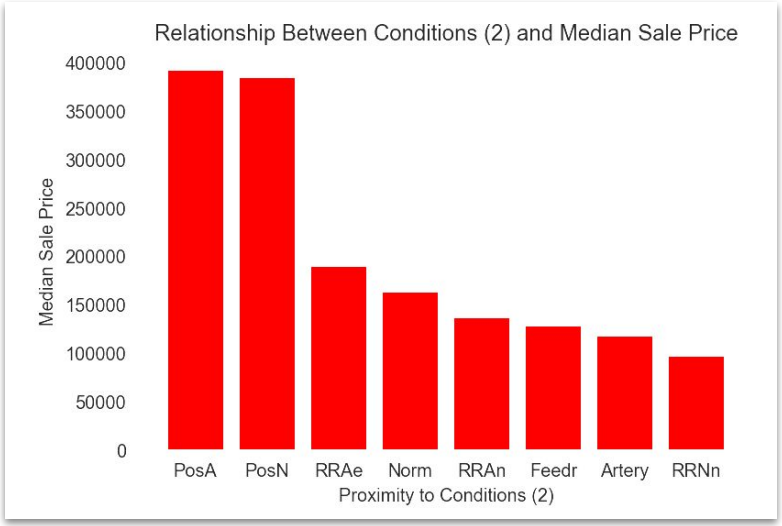
More kitchens do not increase sale prices.
Higher quality kitchen do improve sale prices



Proximity to Certain Conditions

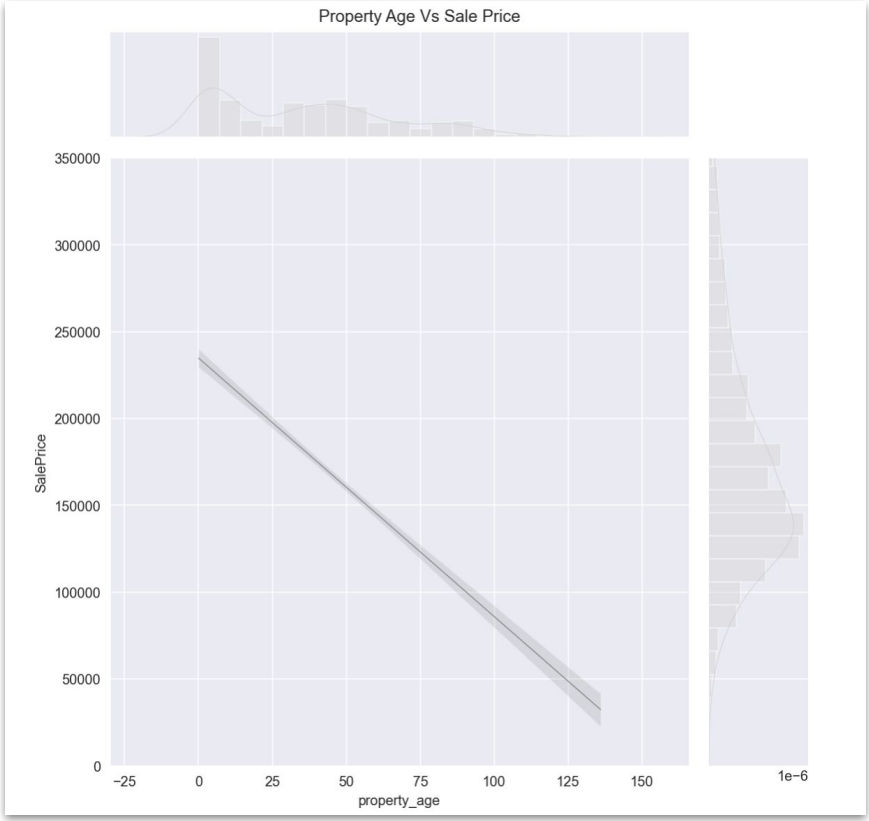
Properties near or adjacent positive off-site features such as park, or other amenities.





Age of Property

The **older** the property
The **lower** the value

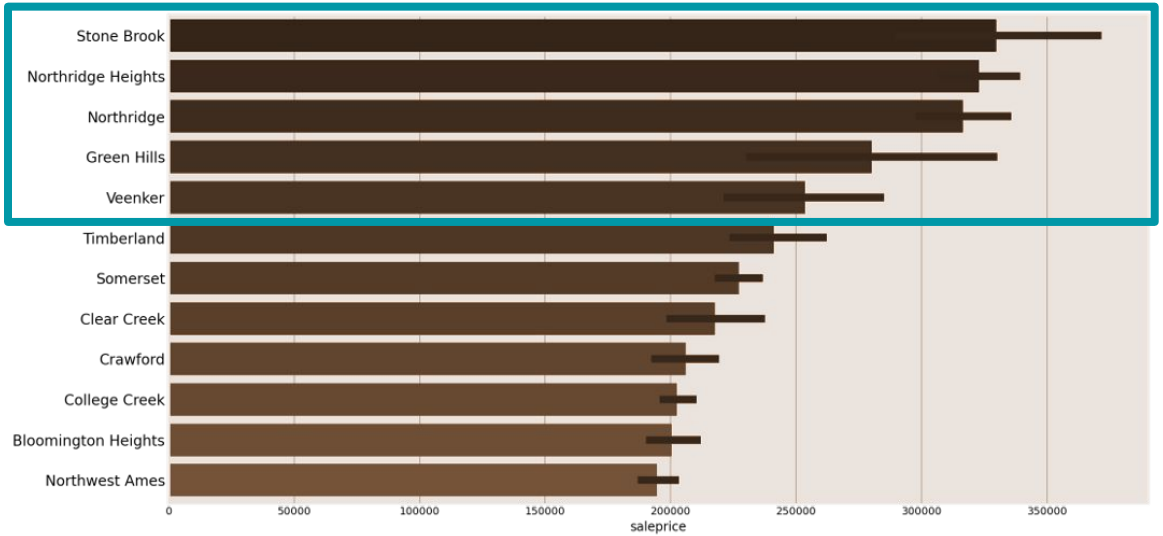


Prediction Model Performance

The above findings are based on our prediction model, which has been quite successful

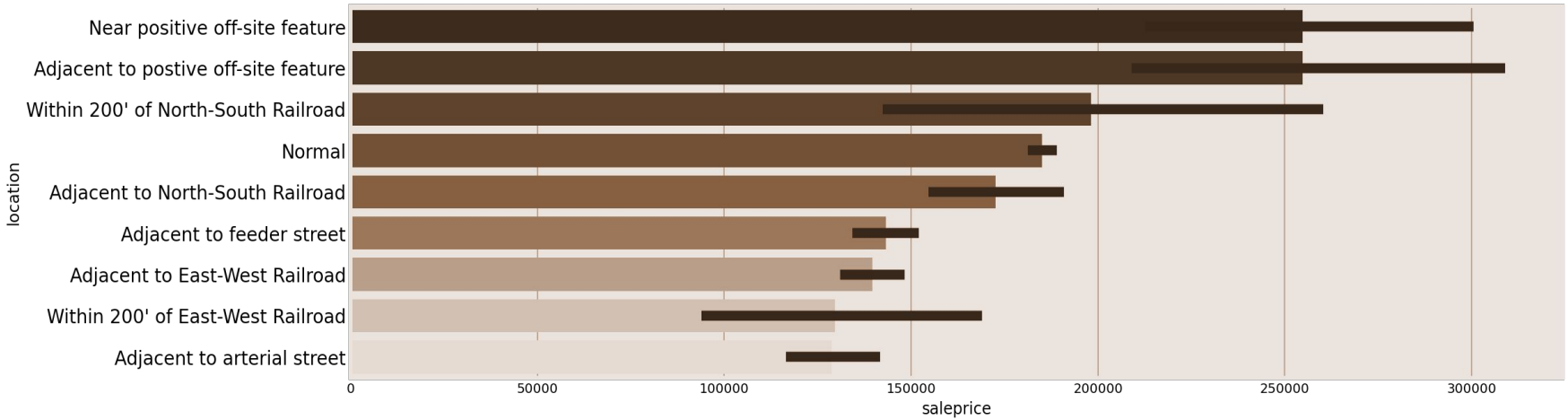
Recommendations for C21

1) Focus on neighbourhoods which have higher property prices such as



Recommendations for C21

2. Focus on properties which are near or adjacent to positive off-site features



Recommendations to Brokers and to Homeowners

C21 can update their recommendation on their website (selling advice webpage) and their brokerage services:

1) Overall Quality is the most important factor. Regardless of whether a seller is able to renovate a property, it should be clean, presentable and in the best state possible
2) Maintain one kitchen well rather than have more
3) Know how to "value-add" your homes
    - Help sellers pick the right materials