

# Real Estate Investment



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## Client's interests:

- **Invest with big returns(ROI >50%)**
- **wondering about renovation**
- **which Neighborhood?**

Questions	Hypothesis
1/4. Does stakeholder interested in renovation?	The houses must not be in good condition but still with normal grade - to make renovation possible.
2/4. Which neighbouring could be most attractive?	Best rated neighbouring could be more attractive in terms of big returns.

# How a Home's Age Influences Owners' Renovation Plans

## Homes Built Between 1981 and 2000

### Homes Built Between 1981 and 2000

● SHARE OF RENOVATED HOMES BY YEAR BUILT



🏠 CHARACTERISTICS OF HOMES RENOVATED



Houzz proprietary data. 2022 Houzz and Home Study

👤 PRO HIRING

🔧 92%  
Overall



🏠 TOP PROJECTS



Home system upgrades

65%



Home exterior upgrades

60%



💰 INVESTMENT IN THE HOME

Median spend

\$20,000

Spend among the top 10%

\$104,000



Interior room upgrades

75%



Outdoor upgrades

51%



houzz

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**Houses should be built between: 1974-1993**  
**(22-41 yo)**

# Property Criteria

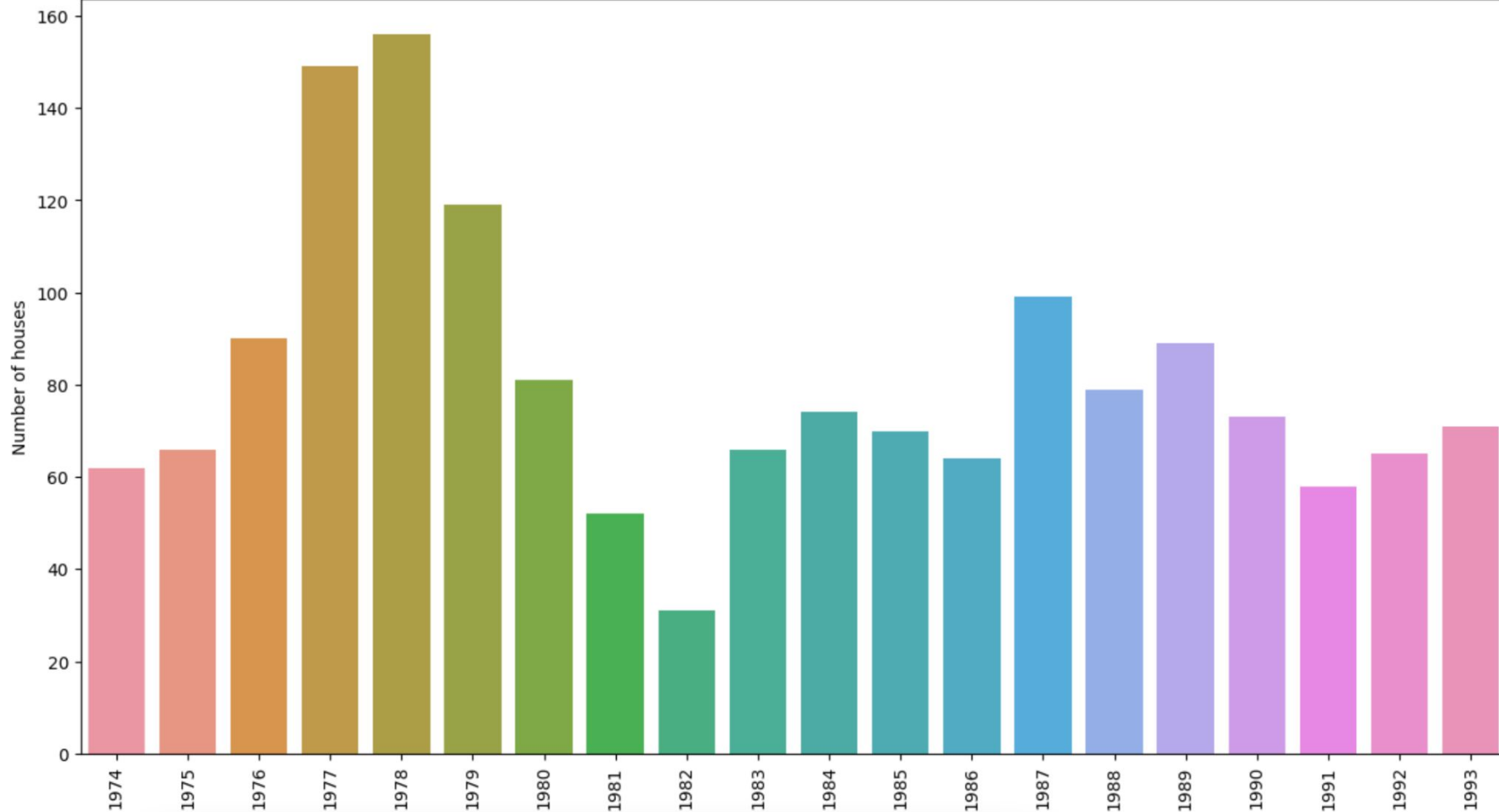
## Condition:

- Must be less than or equal to 4 (Renovation needed).

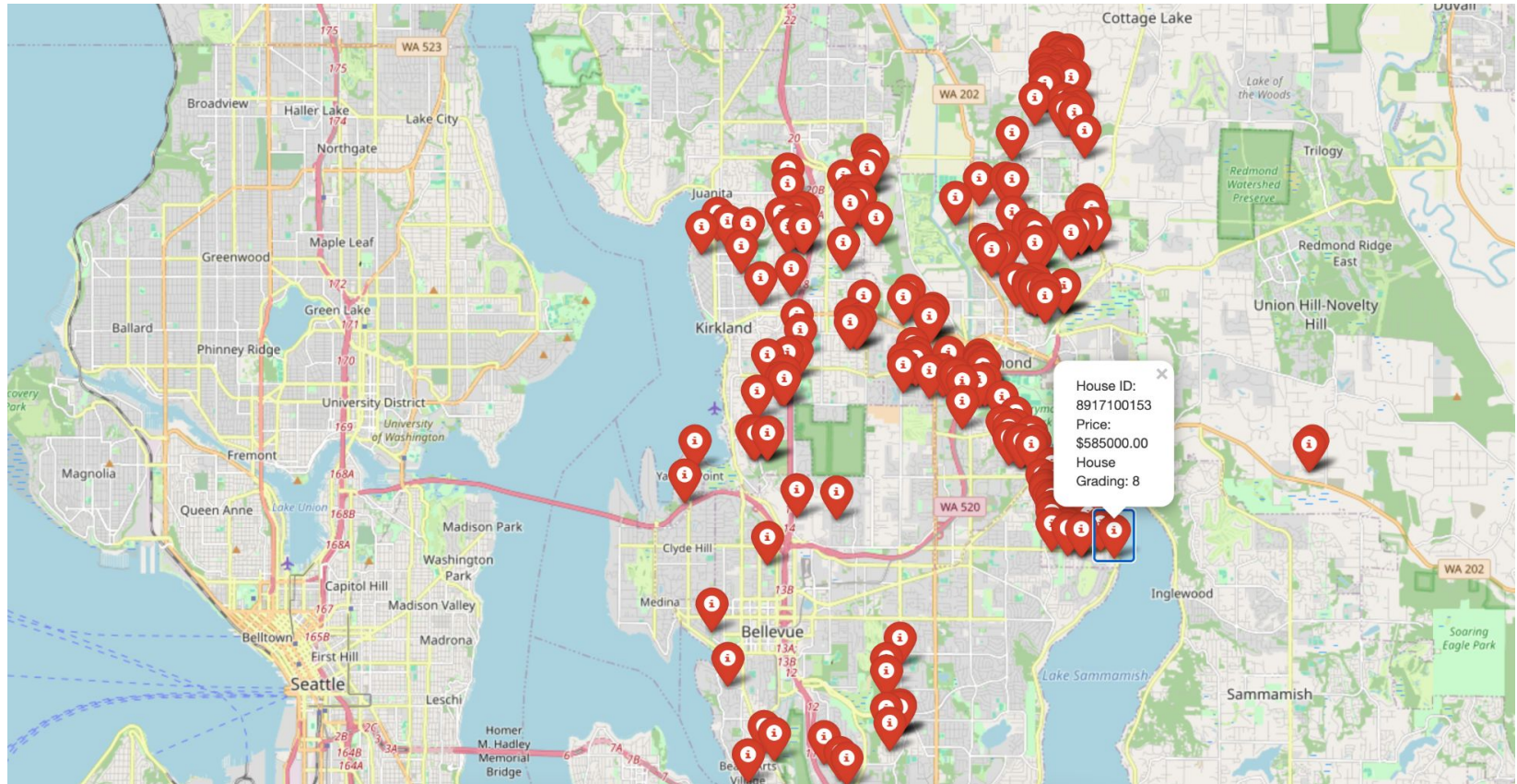
## Grade:

- Must be at least 8 (Construction quality).
- Must be less than 10 (Not finished work).

Number of houses with condition less or equal than 4 and grade between 7 and 9

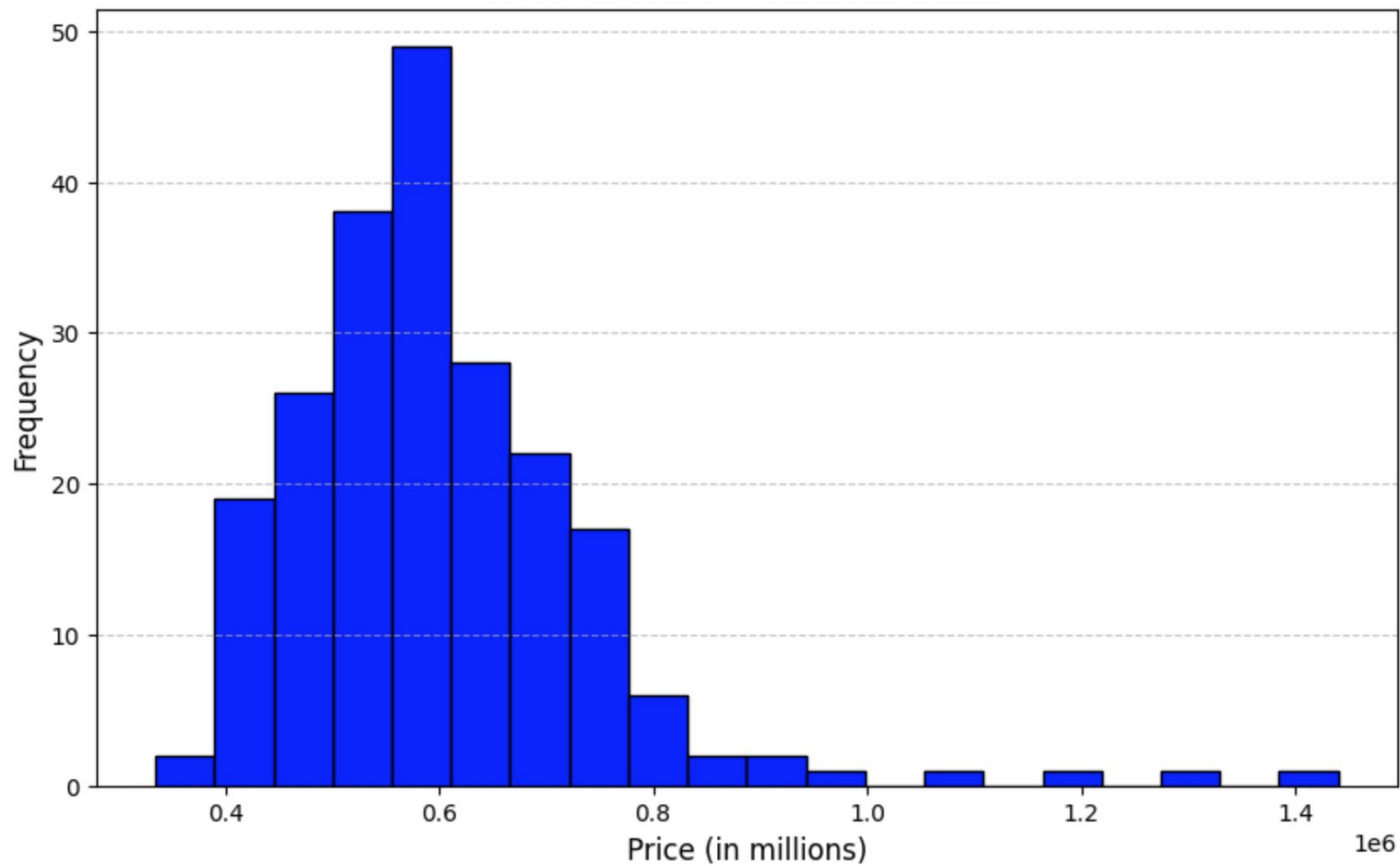


## Neighborhood Analysis. 200 houses from 4 preferred neighbourhoods

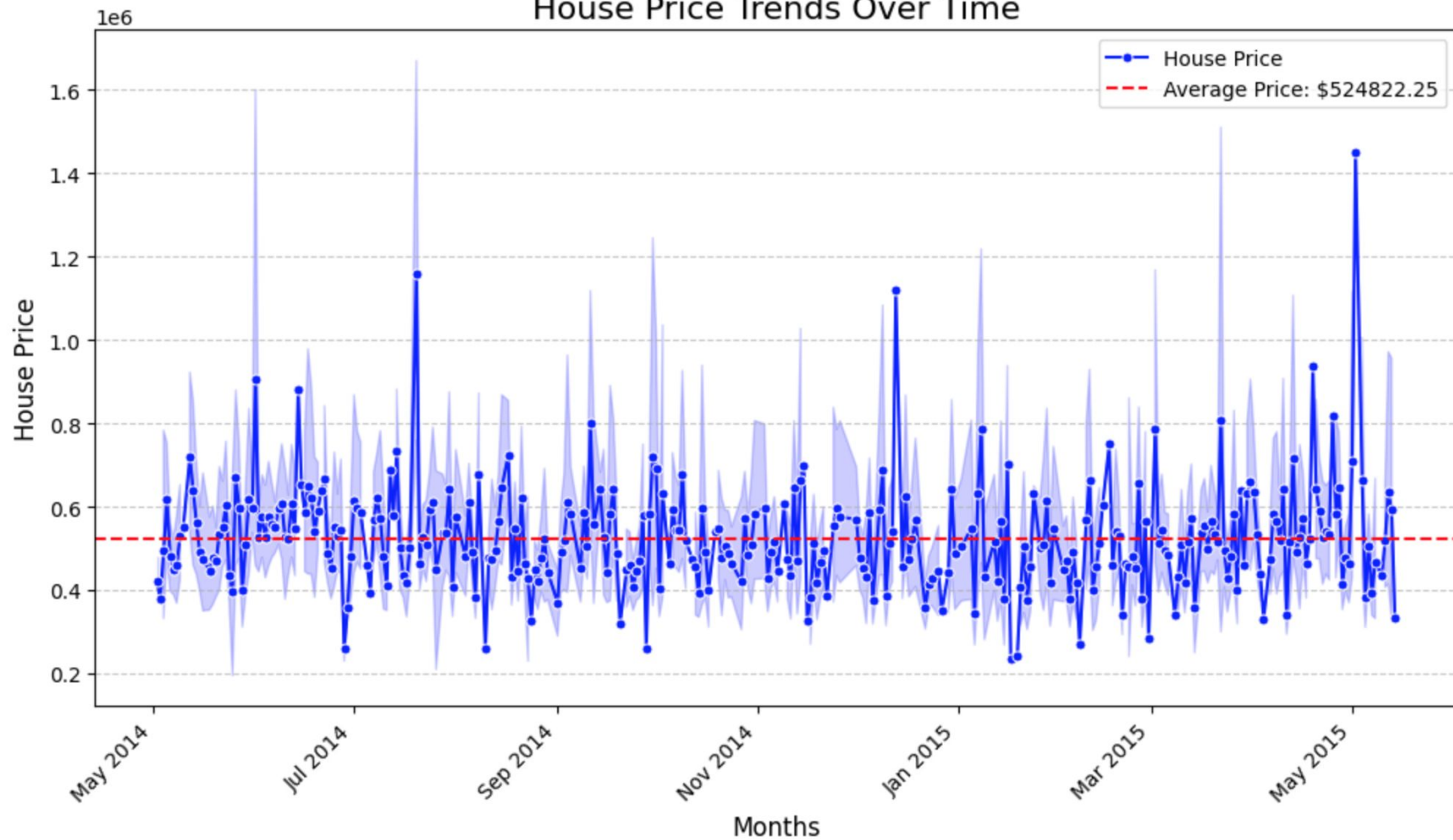


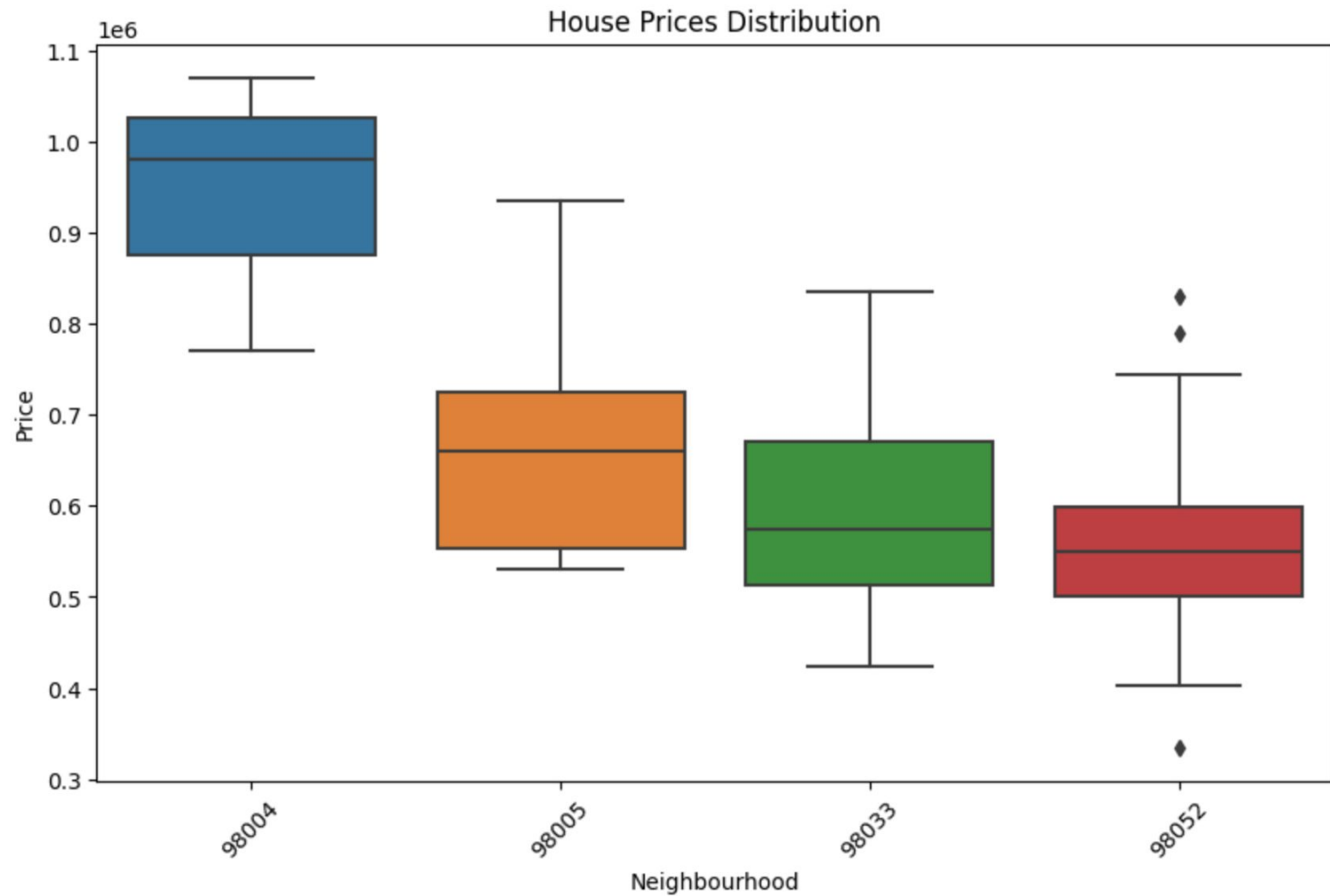


# Distribution of House Prices



# House Price Trends Over Time

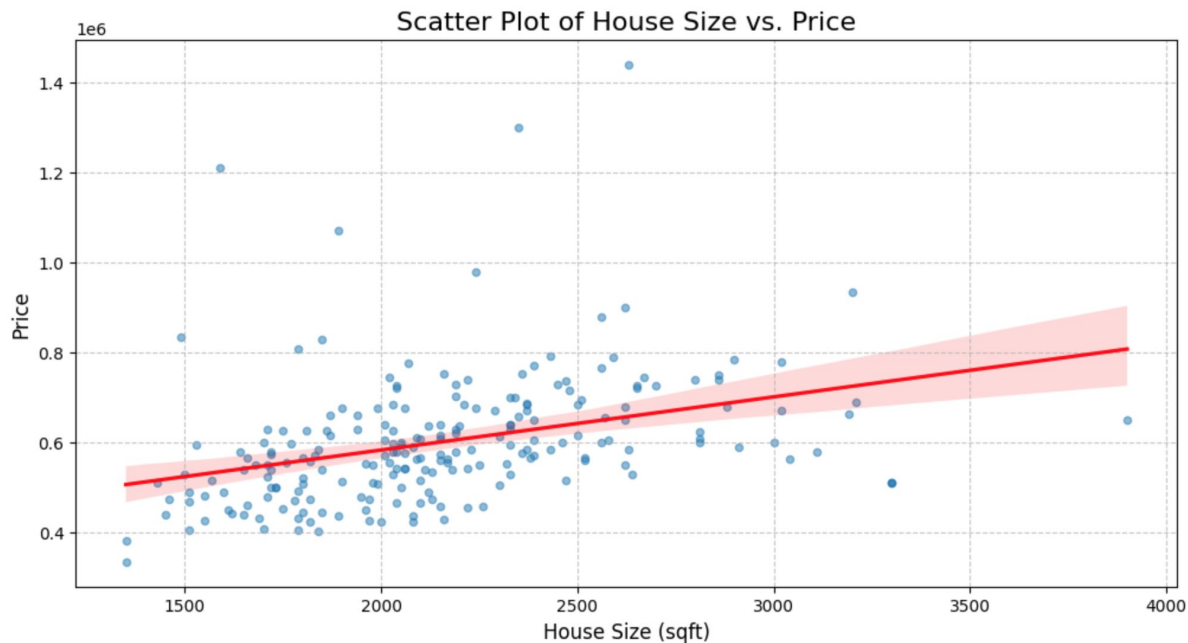


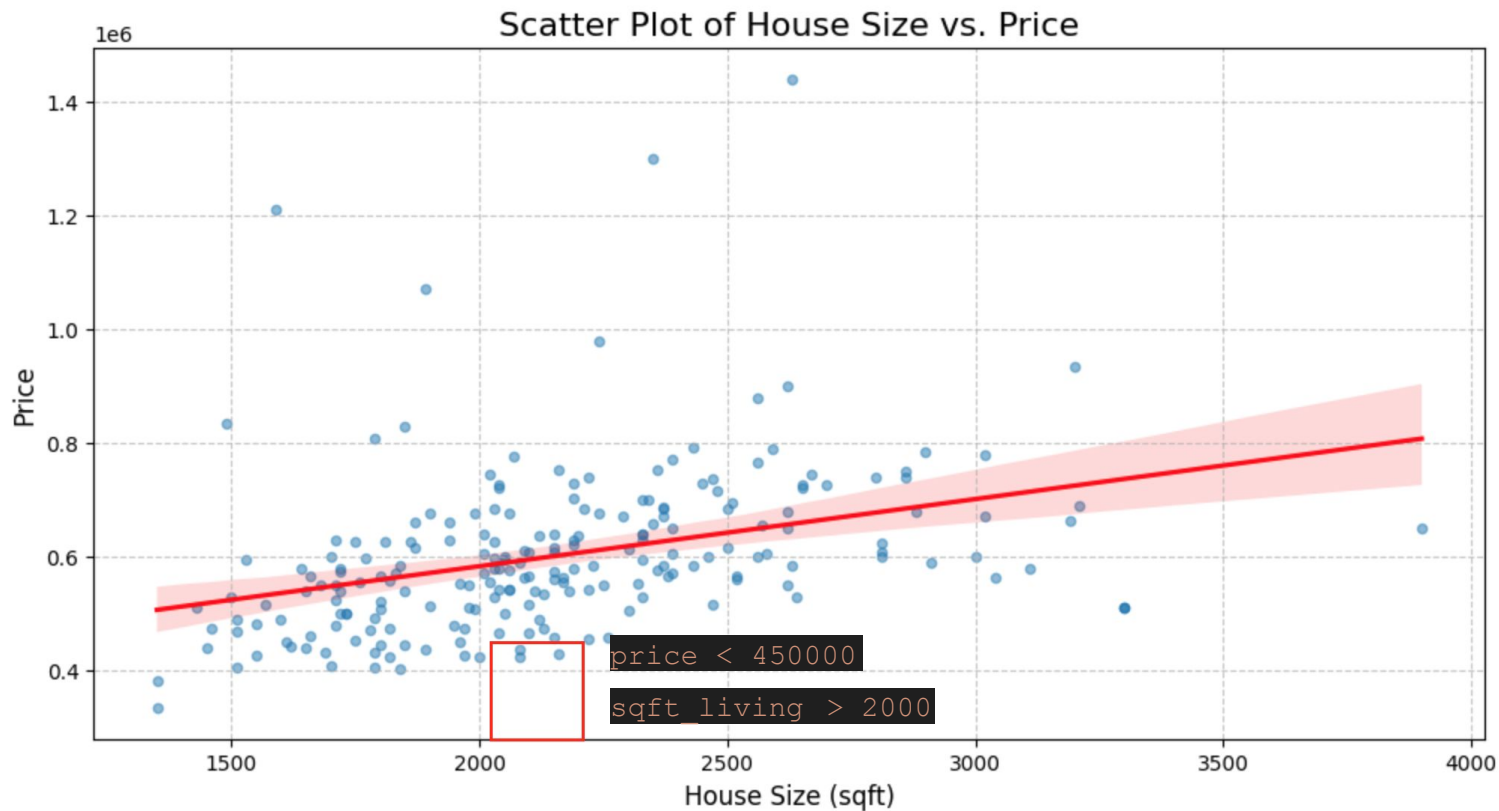


### 3/4. With renovation purposes.

Best-selling houses(higher density on plot) with a lower price.

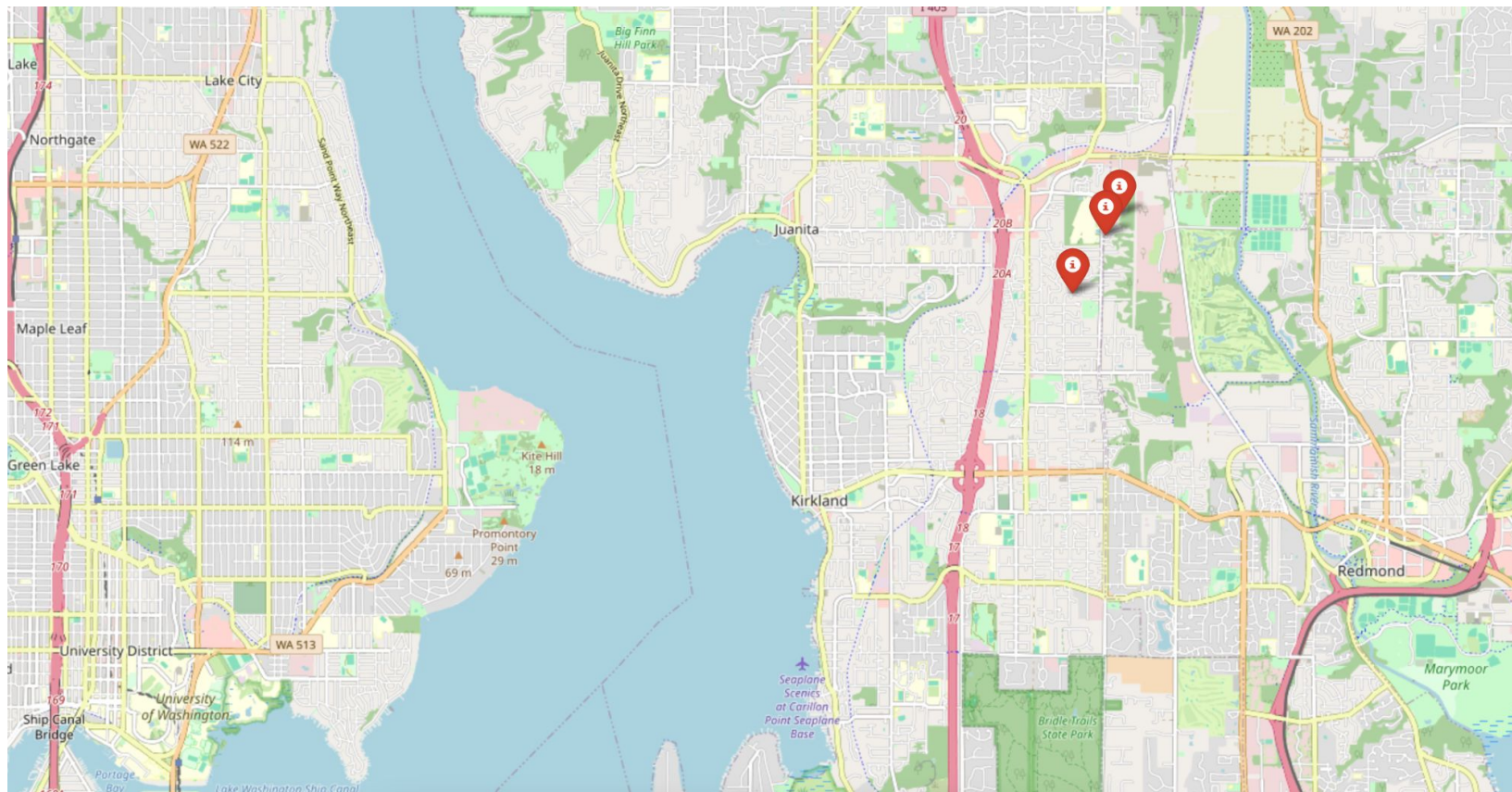
According to living square meters.





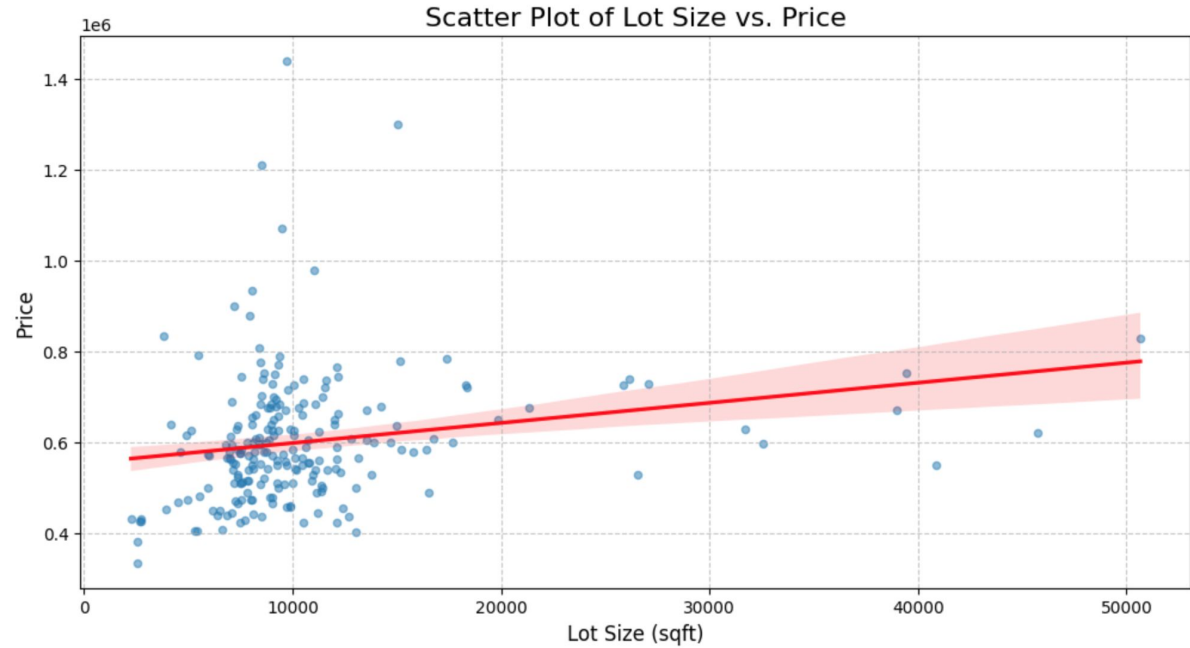
	bathrooms	bedrooms	sqft_living	sqft_lot	sqft_lot	floors	zipcode	price	yr_built	condition	grade
601	1.750	4.000	2160.000	7700.000	7700.000	2.000	98033	429000.000	1977	2	8
1302	2.000	3.000	2080.000	12094.000	12094.000	2.000	98052	424240.000	1982	4	8
3678	1.750	3.000	2080.000	12714.000	12714.000	2.000	98052	436800.000	1984	4	8

## Neighborhood Analysis. 3 recommended houses

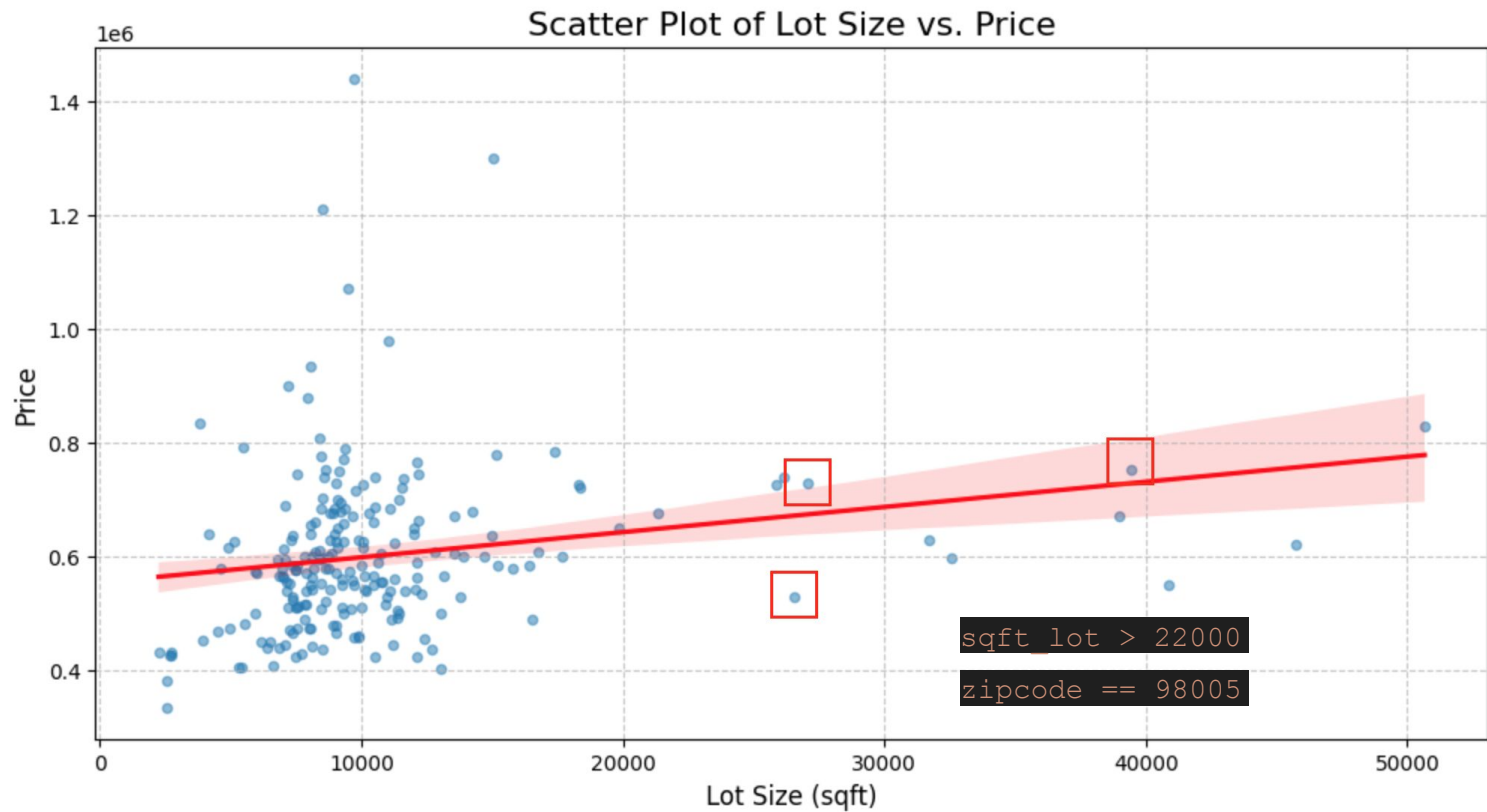


#### 4/4. Commercial.

Bigger lot area for a lower price with option to be used as a commercial (*investment with big returns*).



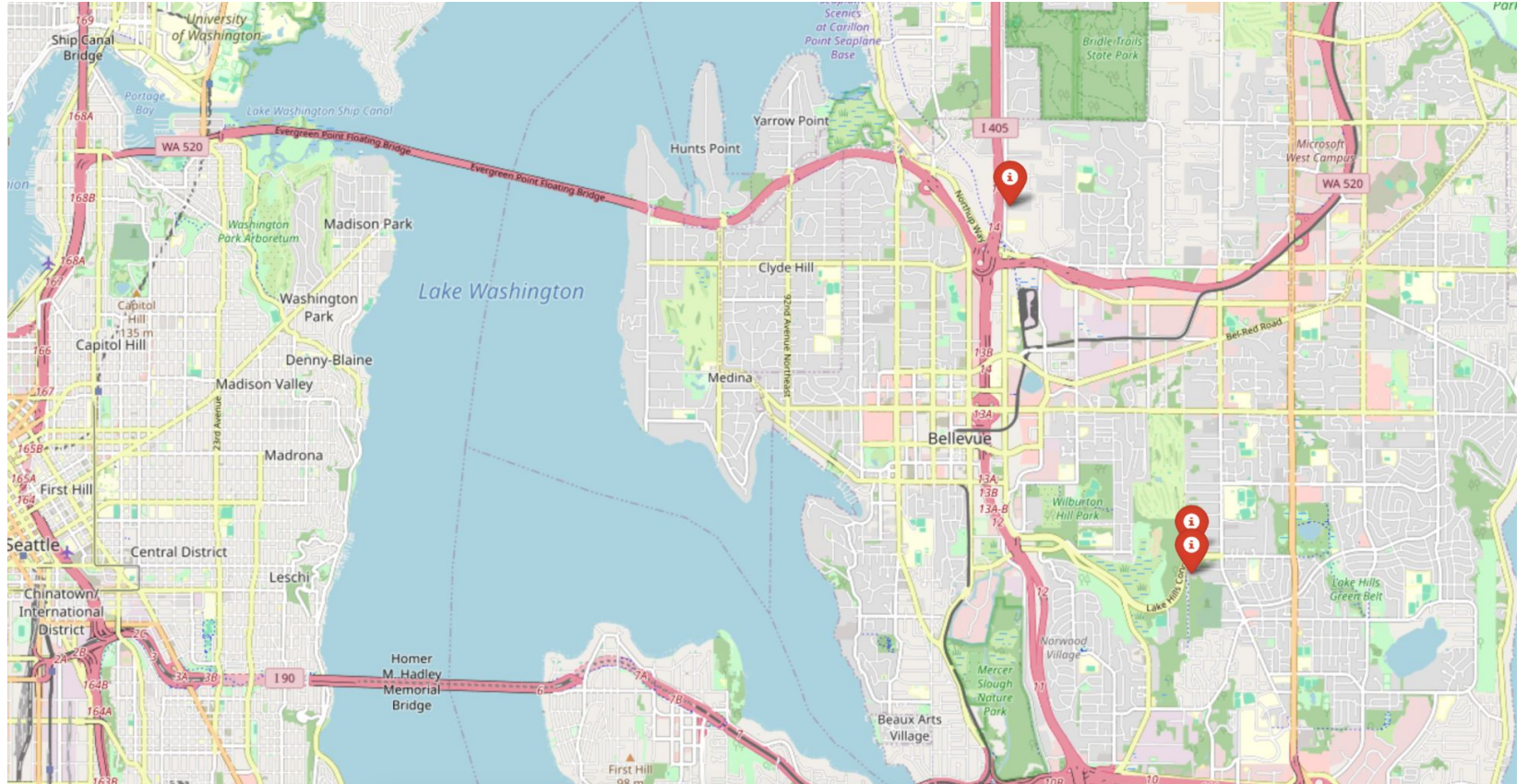




	sqft_living	sqft_lot	sqft_lot15	floors	zipcode	price	yr_built	condition	grade
2184	2330.000	26571.000	20037.000	2.500	98005	530000.000	1987	3	8
3427	2860.000	26136.000	25040.000	1.000	98005	740000.000	1977	3	8
4145	2160.000	39430.000	35329.000	1.000	98005	753000.000	1974	4	8



# Houses with big lot's square.



# Proposal to client:

## ● Residential Properties

- Criteria:
  - Big living area.
  - Perfect to renovate.
  - Attractive neighborhood.
- Number of Houses to propose:
  - 3

## ● Commercial Properties

- Criteria:
  - Big lot area.
  - Attractive neighborhood.
- Number of Houses to propose:
  - 3



Thanks!