

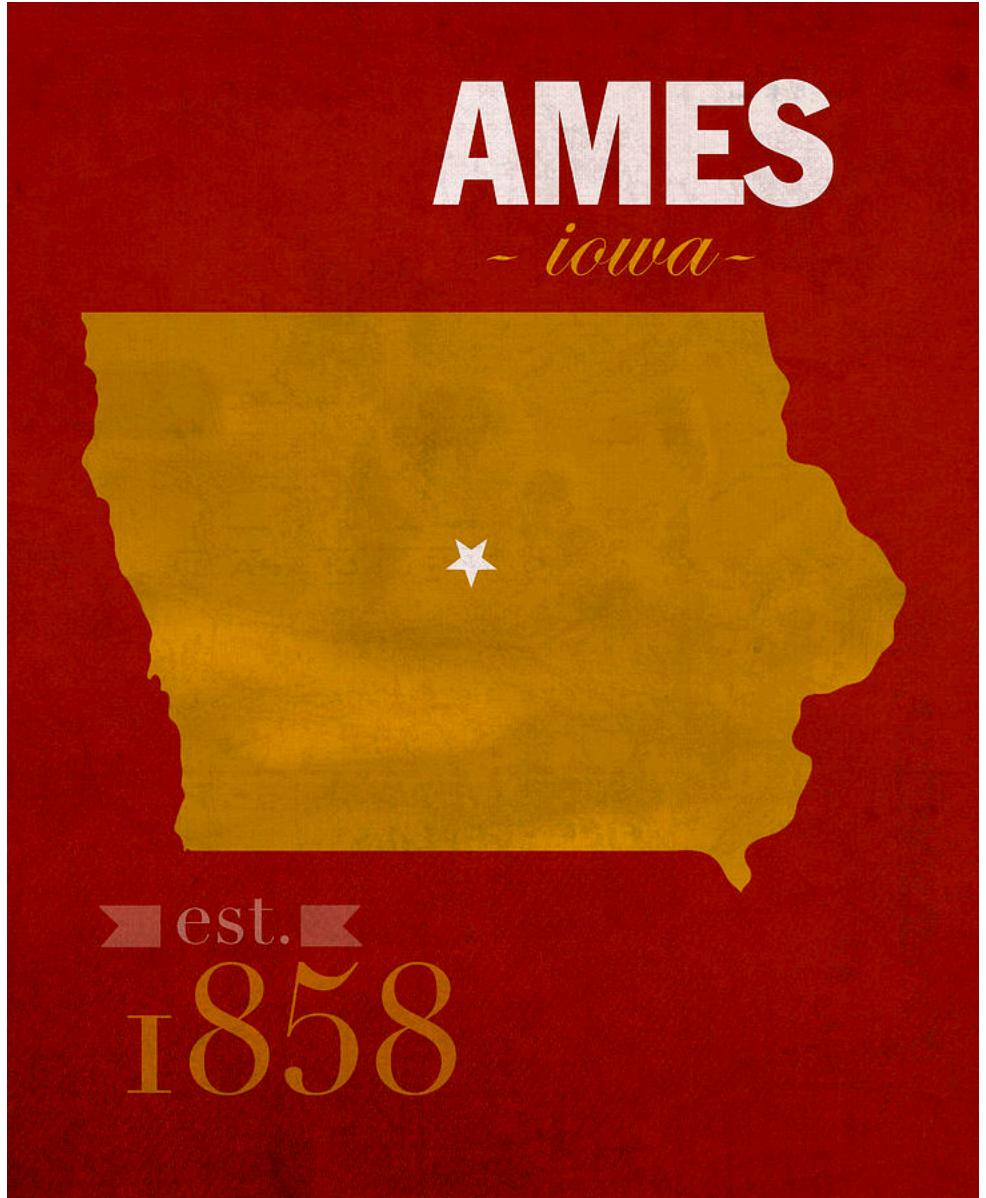


Residential Real Estate Price Analysis

Ames, Iowa

Welcome to Ames!

- **Established:** 1864
- **Location:** Central Iowa
- **Population:** 65,000+
- **Median Household Income:** \$43,737
- **Median House Value:** \$189,900
- Home to Iowa State University



The Problem

What is the best sale price?

- What aspects of a home most determine how much it sells for?
- How do we price a home just right?
- What characteristics increase the value of a home?



The Data

- **What:** Sale of individual residential property in Ames, Iowa
- **Time Period:** 2006 to 2010
- **Features:** 79
- **Observations:** 2930
- **Source:** Ames Assessor's Office

Assumptions & Limitations

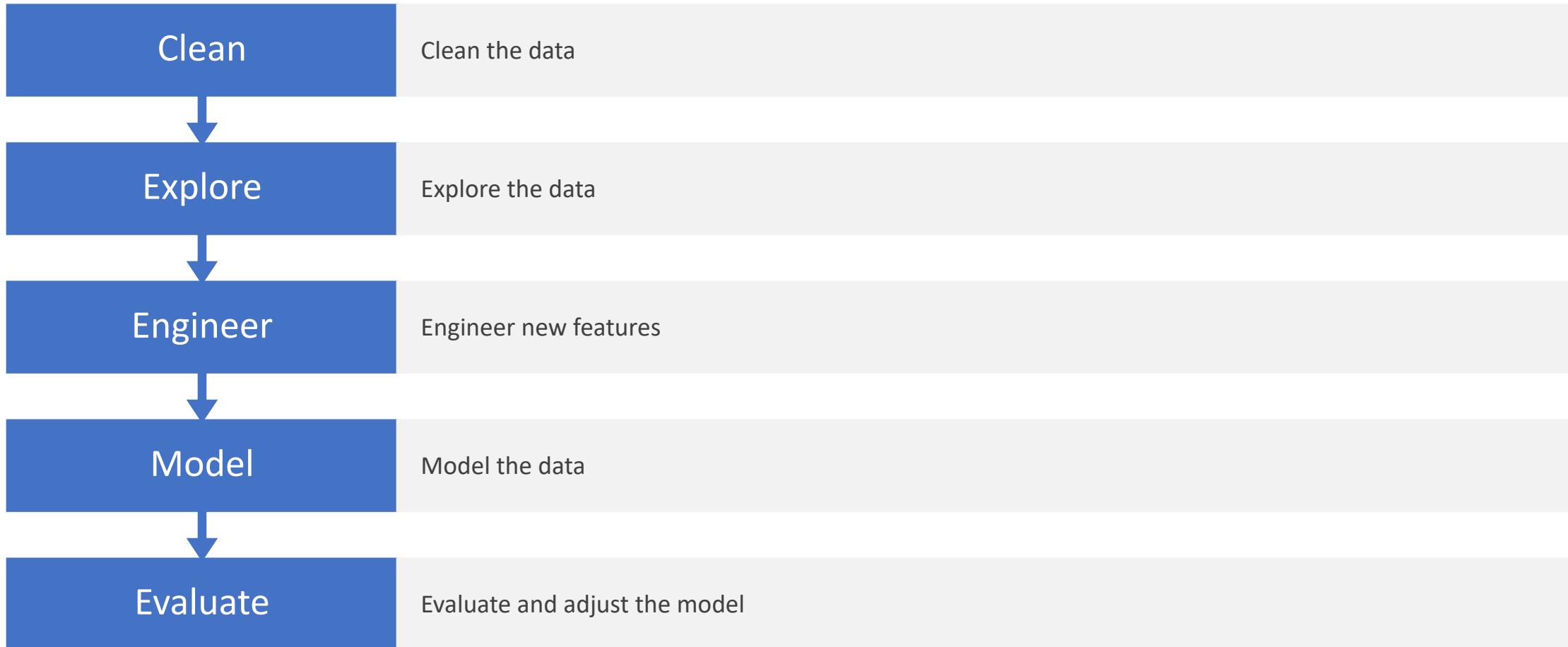
Assumptions

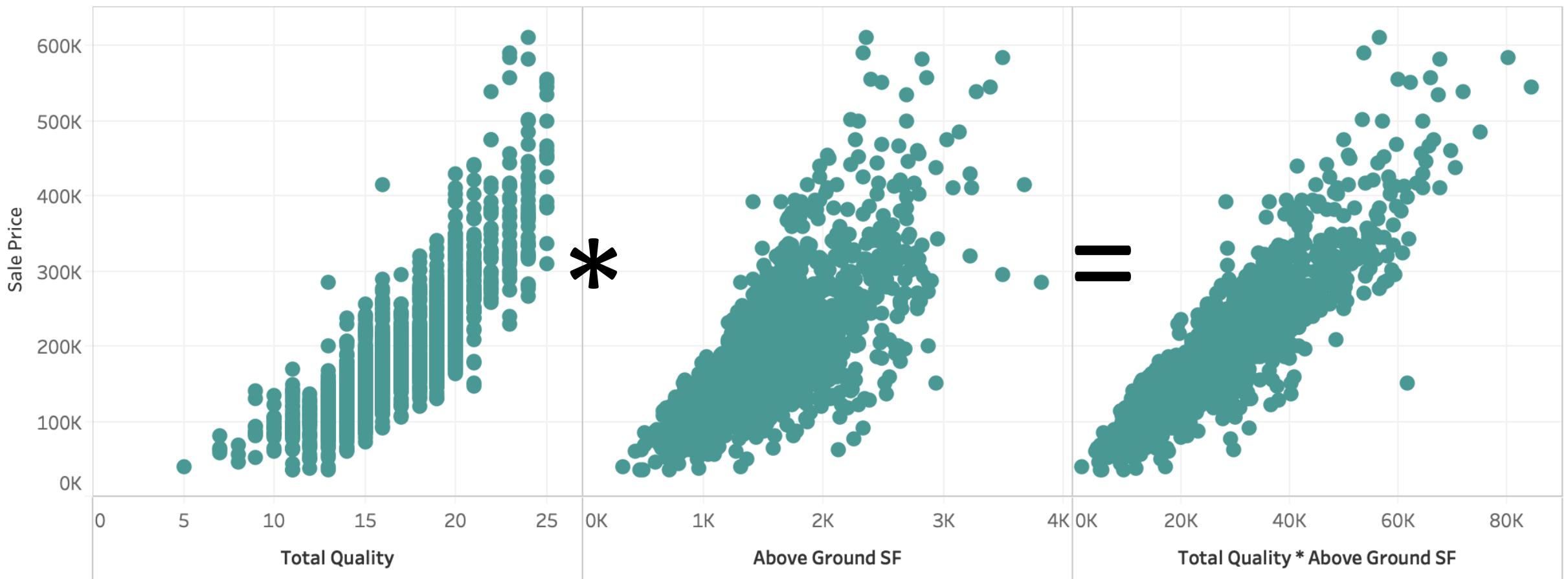
- The data is accurate and reliable
- Data includes only residential sales
- Only the most recent sales data on any property is included

Limitations

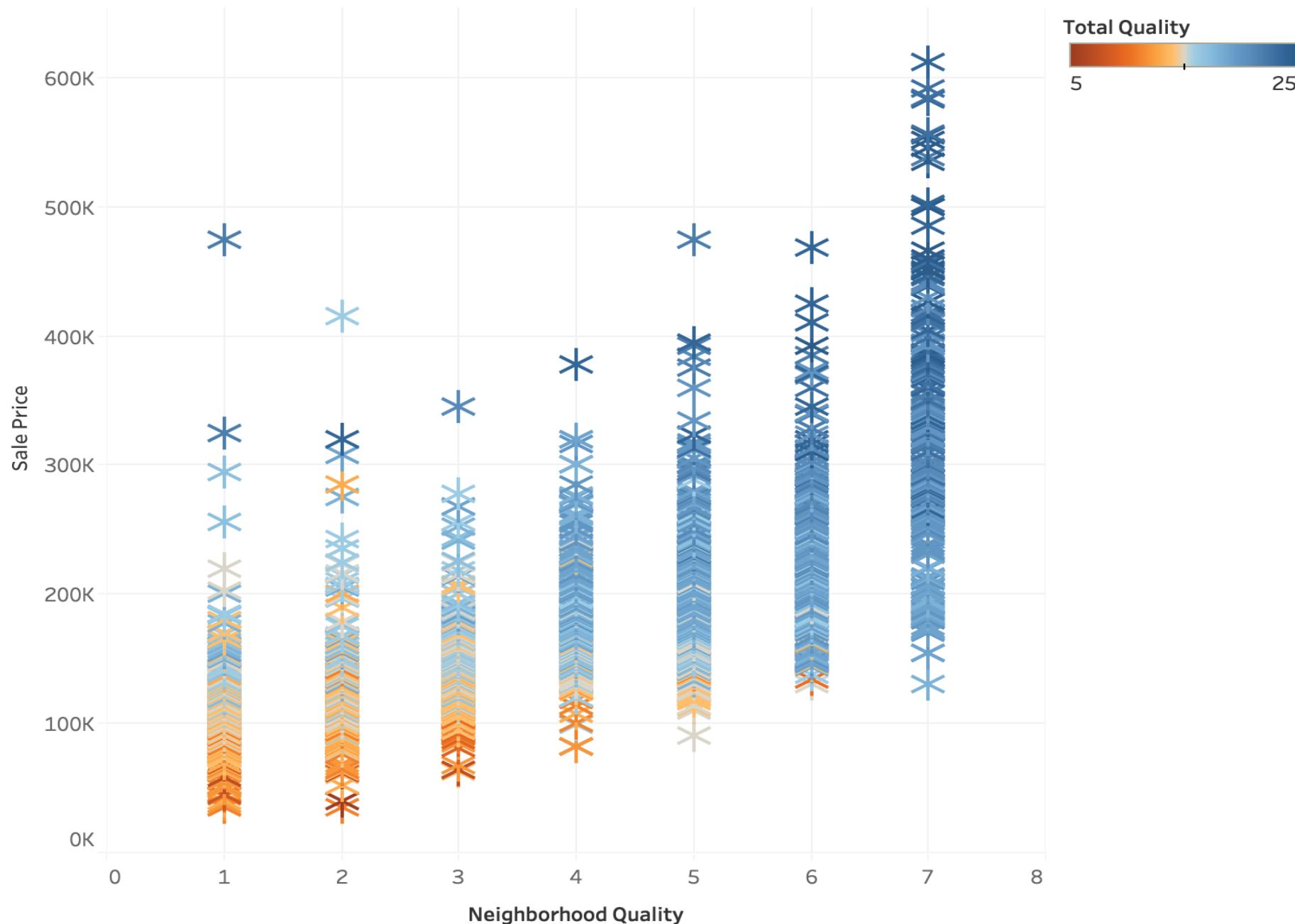
- Subjective ratings (Poor to Excellent)
- Singular market
- Age of data (2006-2010)

The Procedure

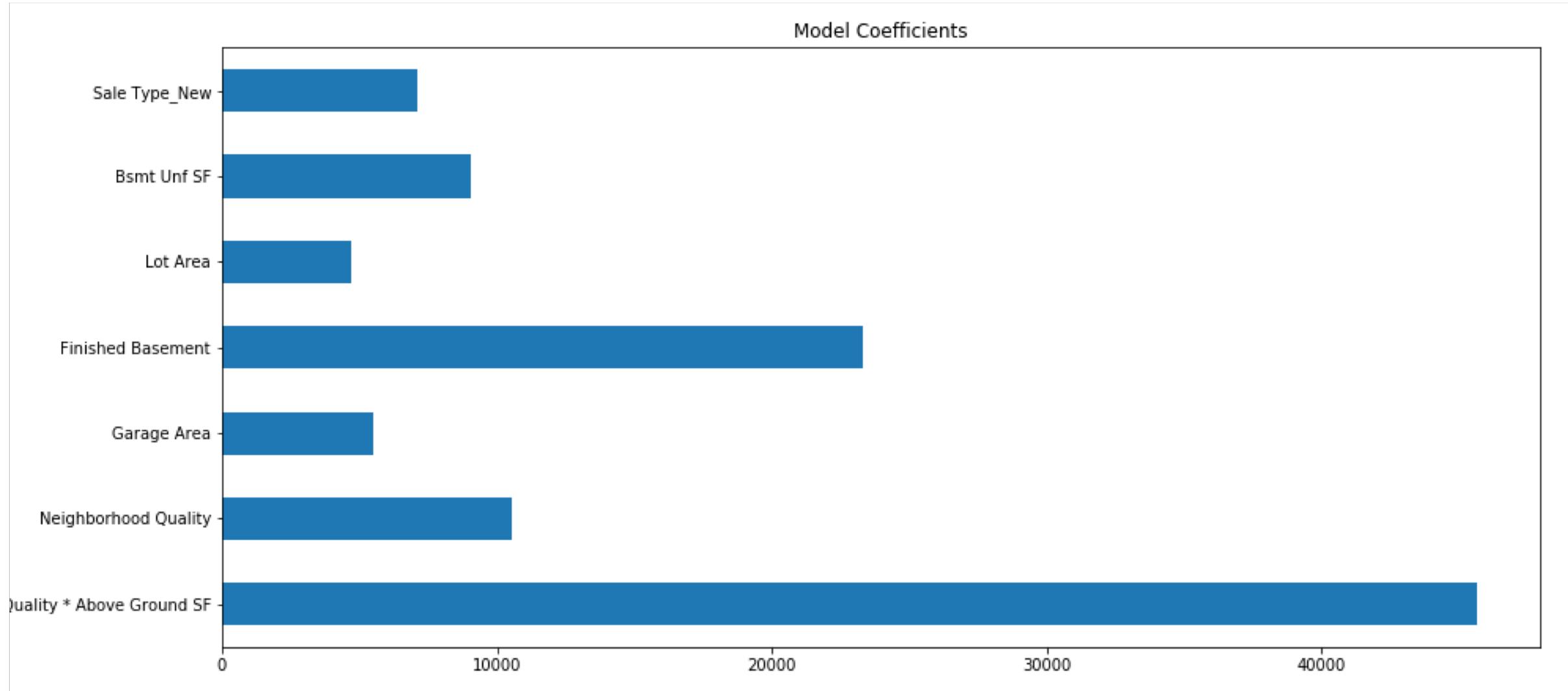




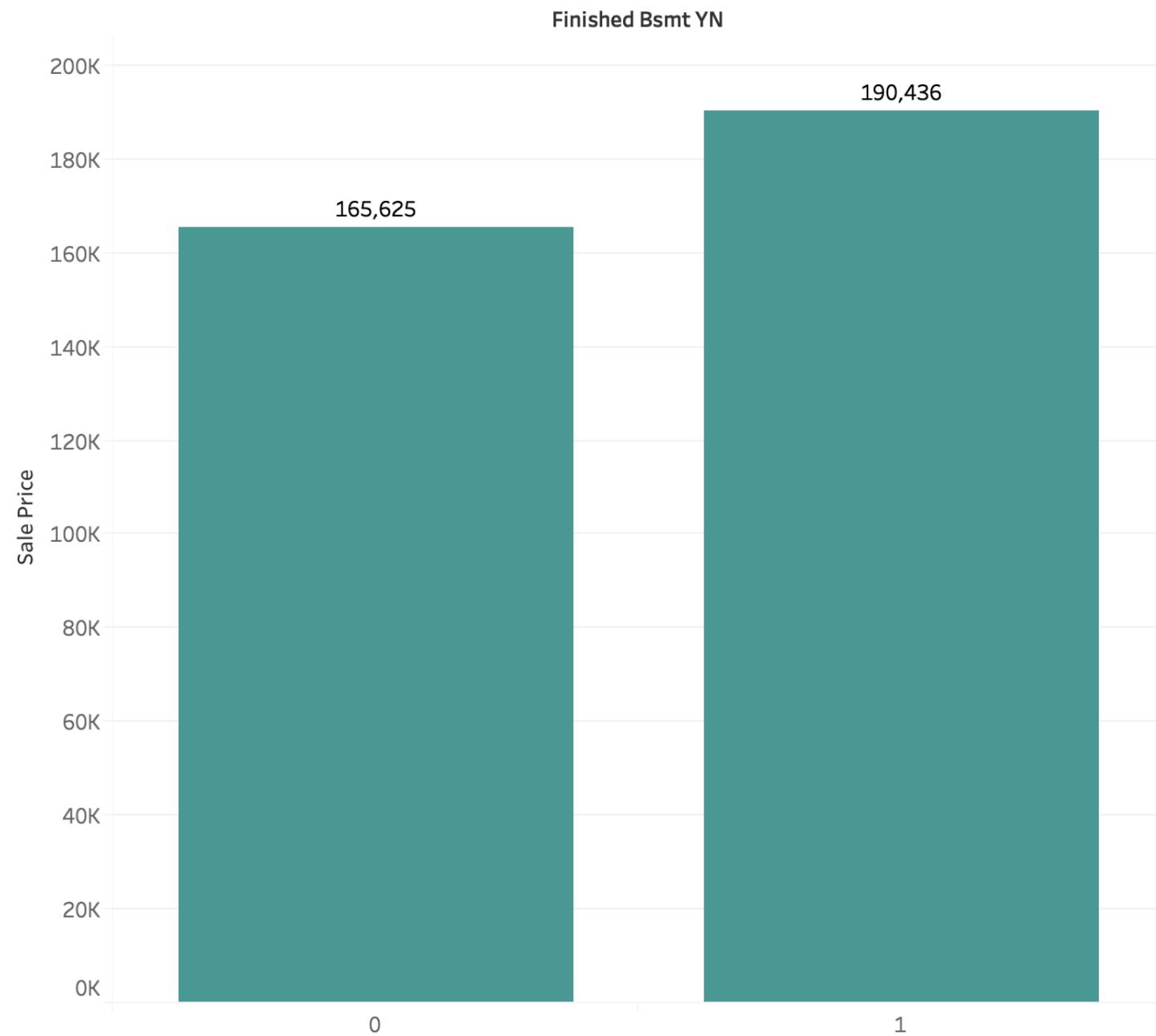
Neighborhoods

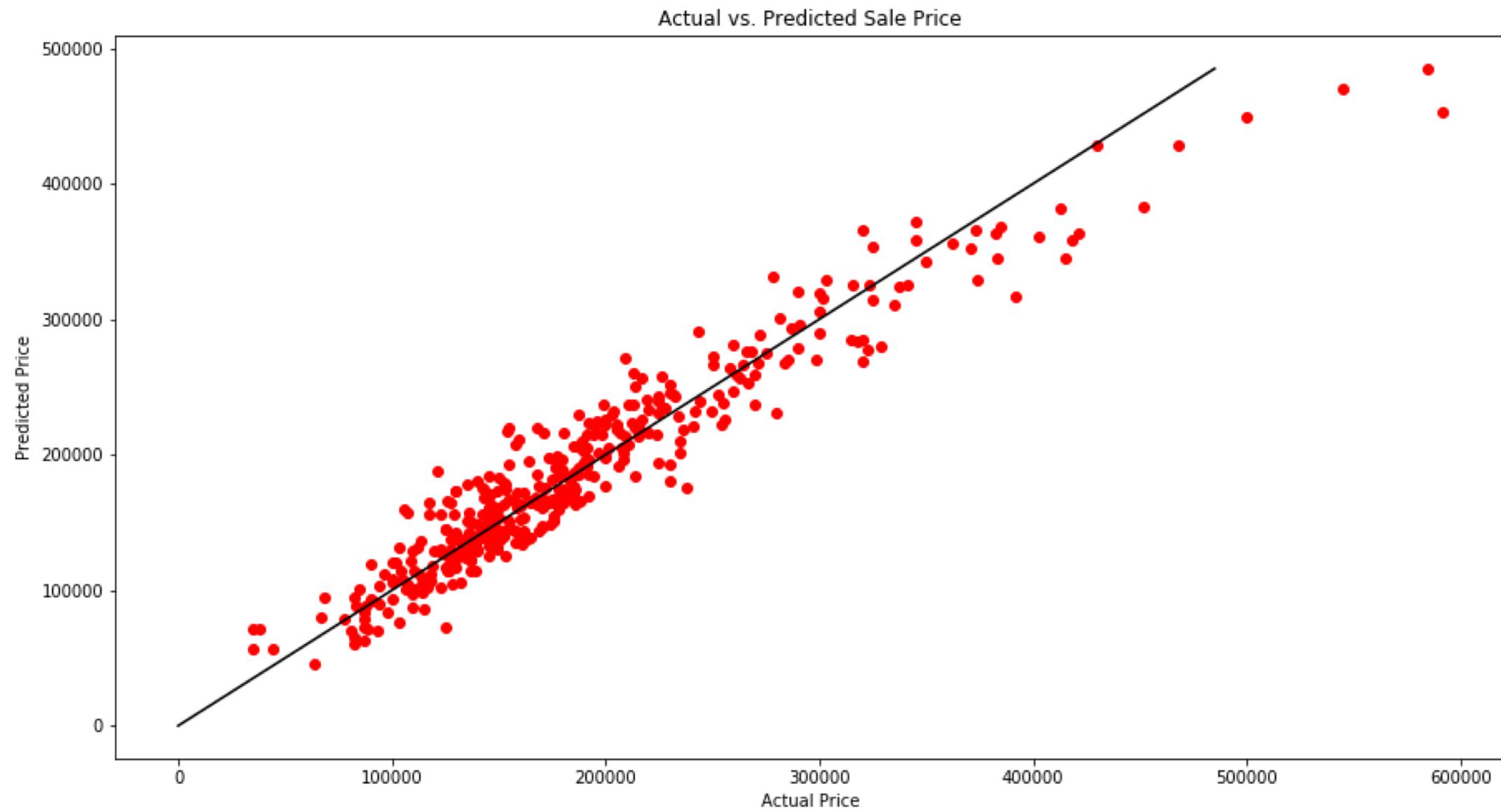


The Model



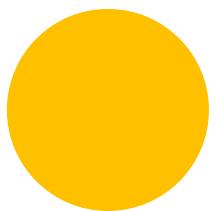
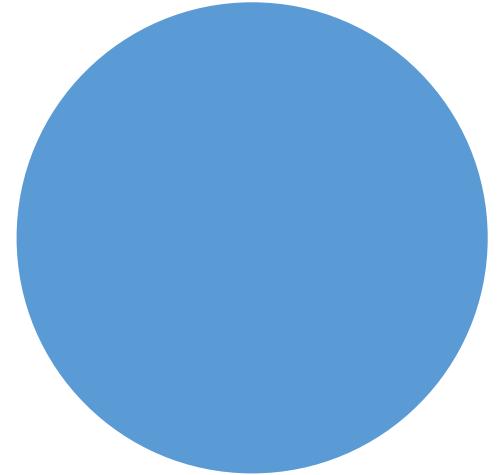
Sale Price by Basement Type





Conclusion

- Most important features:
 - Location: Neighborhood
 - Size: Above Ground SF, Basement SF
 - Quality: Total Quality (Overall, Exterior, Basement, Kitchen)
- How can we use this?
 - Save time – put the right price on a house
 - Recommend homeowners to make or not make certain changes to increase value



Thank You!

Sources:

Background Information

- <http://www.city-data.com/city/Ames-Iowa.html>
- <https://www.citytowninfo.com/places/iowa/ames>
- <http://jse.amstat.org/v19n3/decock.pdf>

Images

- <https://livability.com/sites/default/files/AmesIA-ISUStudentsBeardshearHall.jpg>
- <https://images.fineartamerica.com/images-medium-large-5/iowa-state-university-cyclones-ames-iowa-college-town-state-map-poster-series-no-050-design-turnpike.jpg>
- <http://www.stickpng.com/assets/images/5a04b8ad9cf05203c4b603b5.png>