

# AMES, IA

## Home Selling Price Recommendations

# Presentation Summary

- Background
- Housing Stats
- Findings
- Recommendations



# Background

Ames, IA and Data set

# Ames IA:

Population: 63,937\*

Growth: 1.43% [1-year]

Median Property Value: \$196,400\*

Growth: 5.03% [1-year]

Median Household Income: \$46,127\*\*

## Sources:

\* <https://datausa.io/profile/geo/ames-ia/>

\*\* <https://www.census.gov/quickfacts/fact/table/amescityiowa/INC110218>

## Ames Housing Data Set\*

- Data from Ames Assessor's Office
- Residential property sales from 2006-2010
- Substantial in terms of categories:
  - ~80 categories
- Regression Modeling

Sources:

\* <http://jse.amstat.org/v19n3/decock/DataDocumentation.txt>





# Housing Sales Stats

From Data Set

# 1872

Oldest House (Sold for \$122,000)

# 1971

Average Year Built

# 2010

Newest Year Built (Sold for \$268,000)

**\$12,800**

Minimum Sale Price

**\$181,500**

Average Sale Price

**\$612,000**

Maximum Sale Price



15

Minimum Price PSF

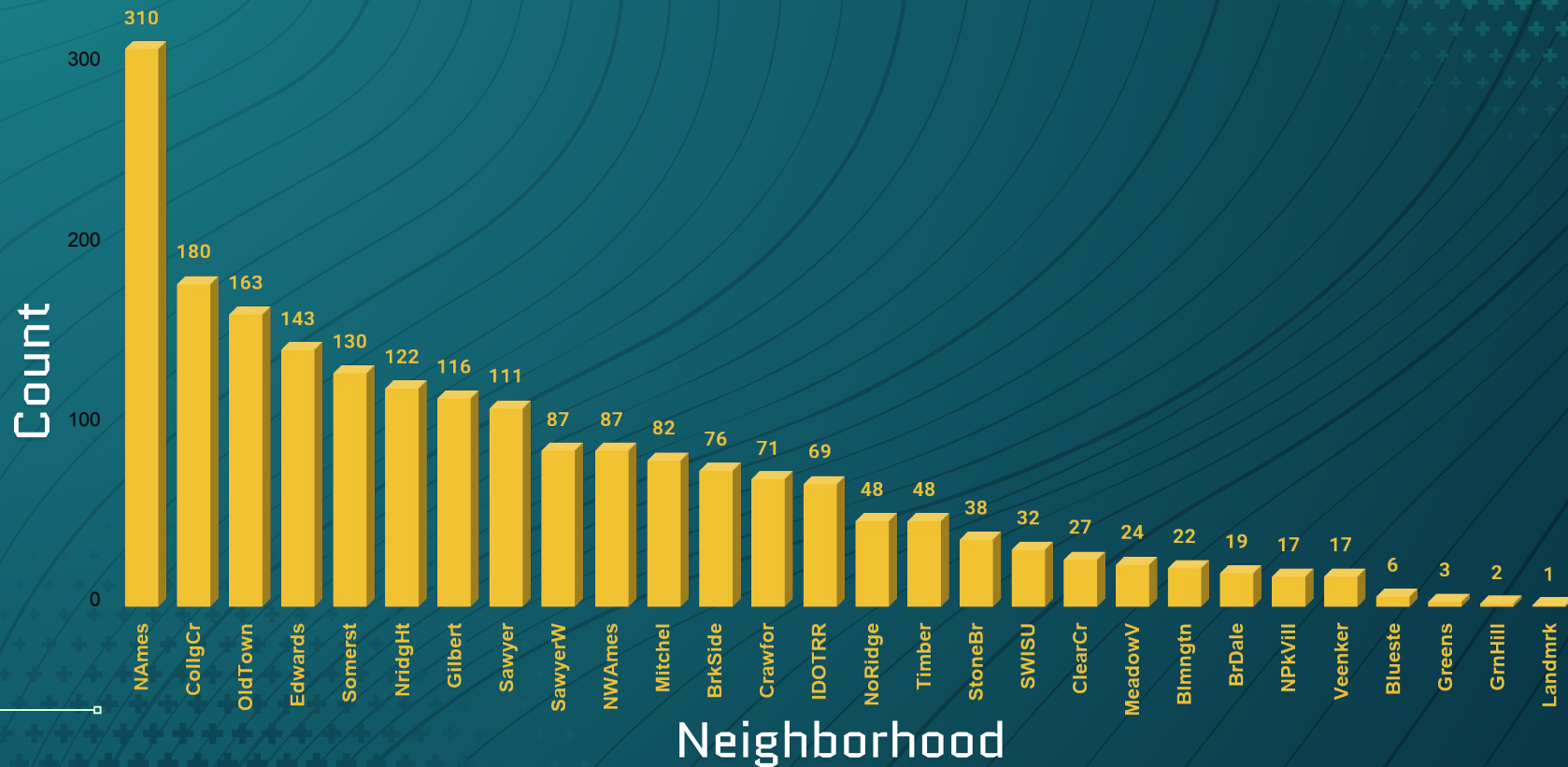
121

Average Price PSF

276

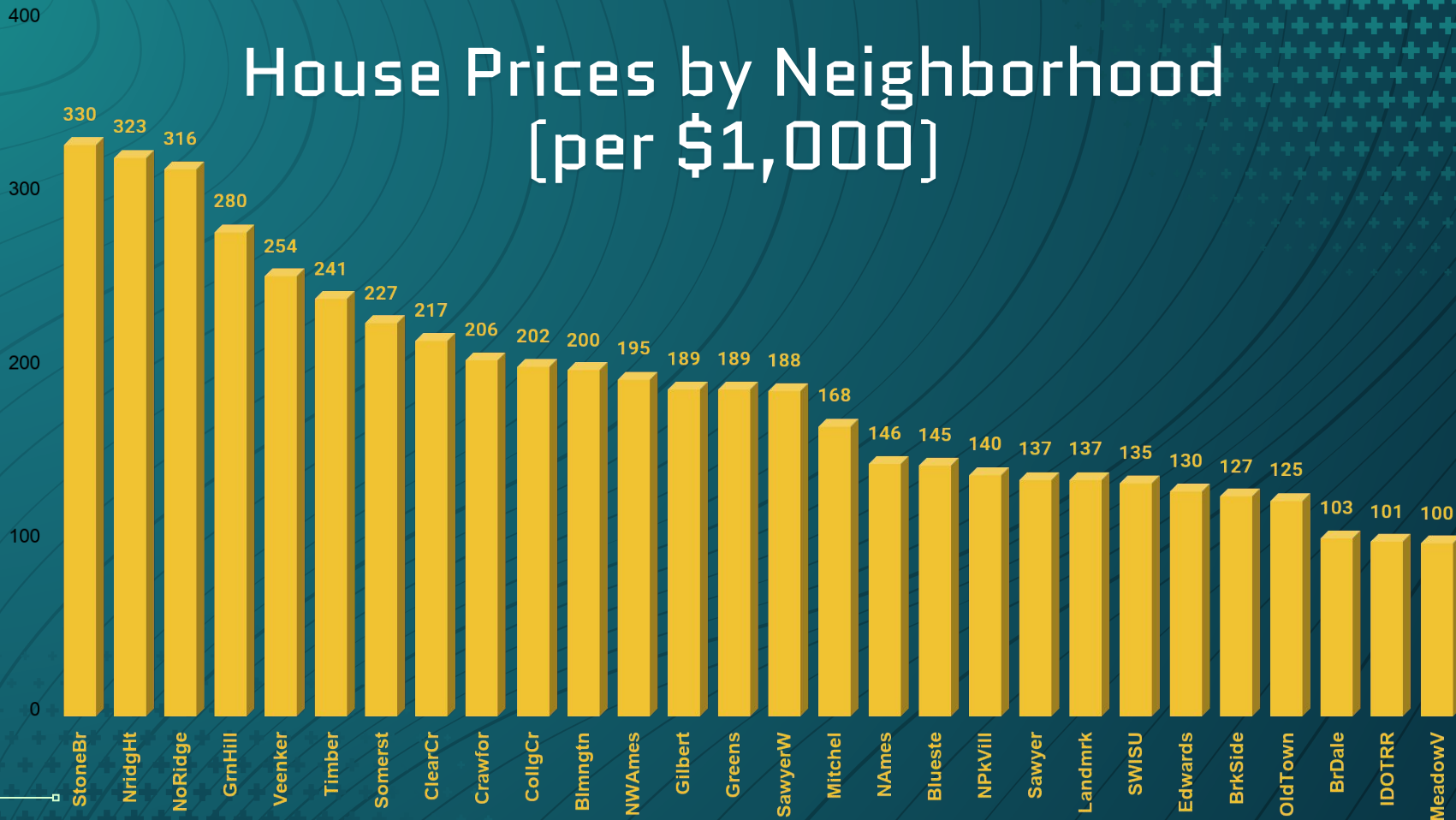
Maximum Price PSF

# Houses Sold by Neighborhood



# House Prices by Neighborhood (per \$1,000)

Price (per \$1,000)



Neighborhood



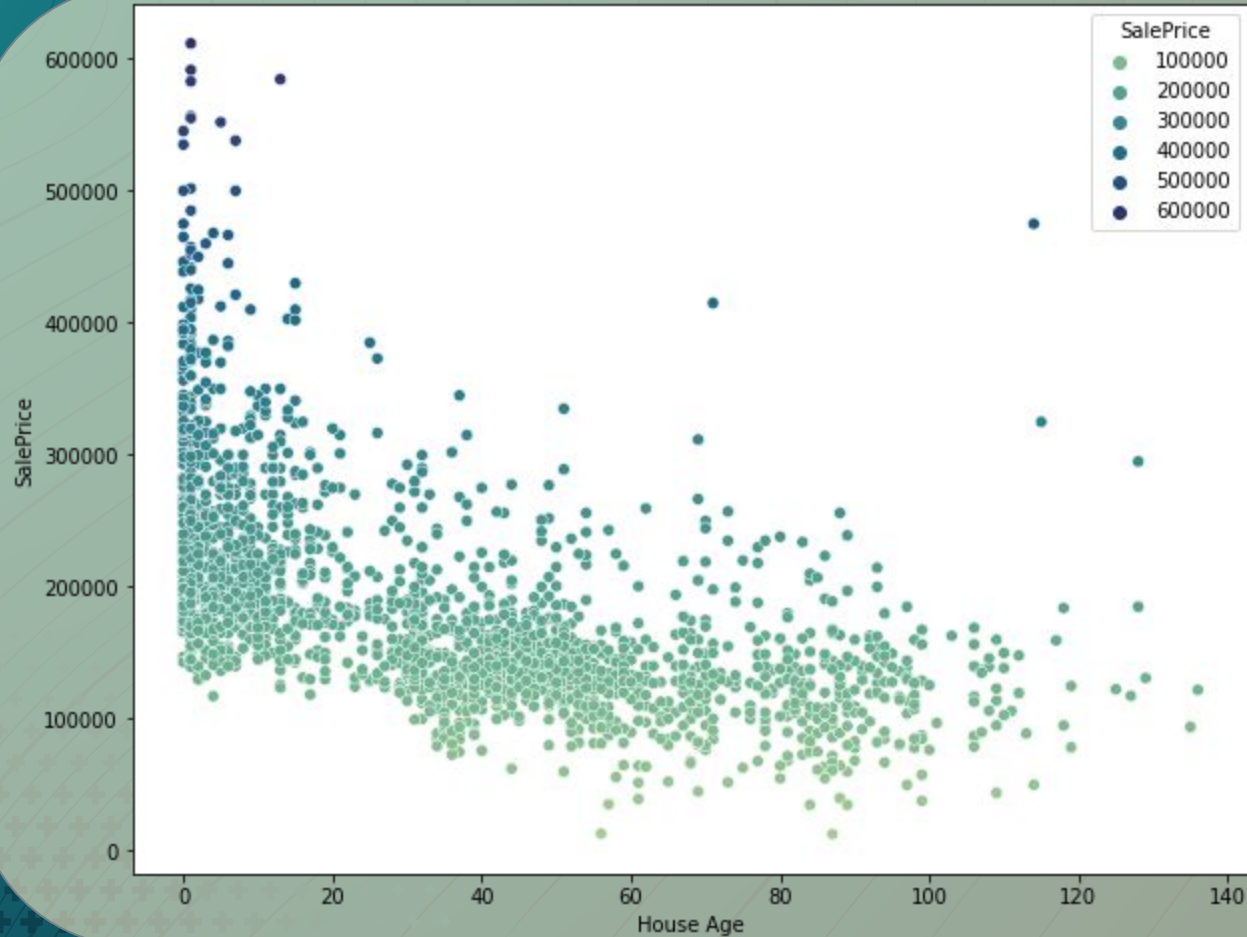
# Analysis

## And Modeling

# What Category Best Correlates to Sale Price?

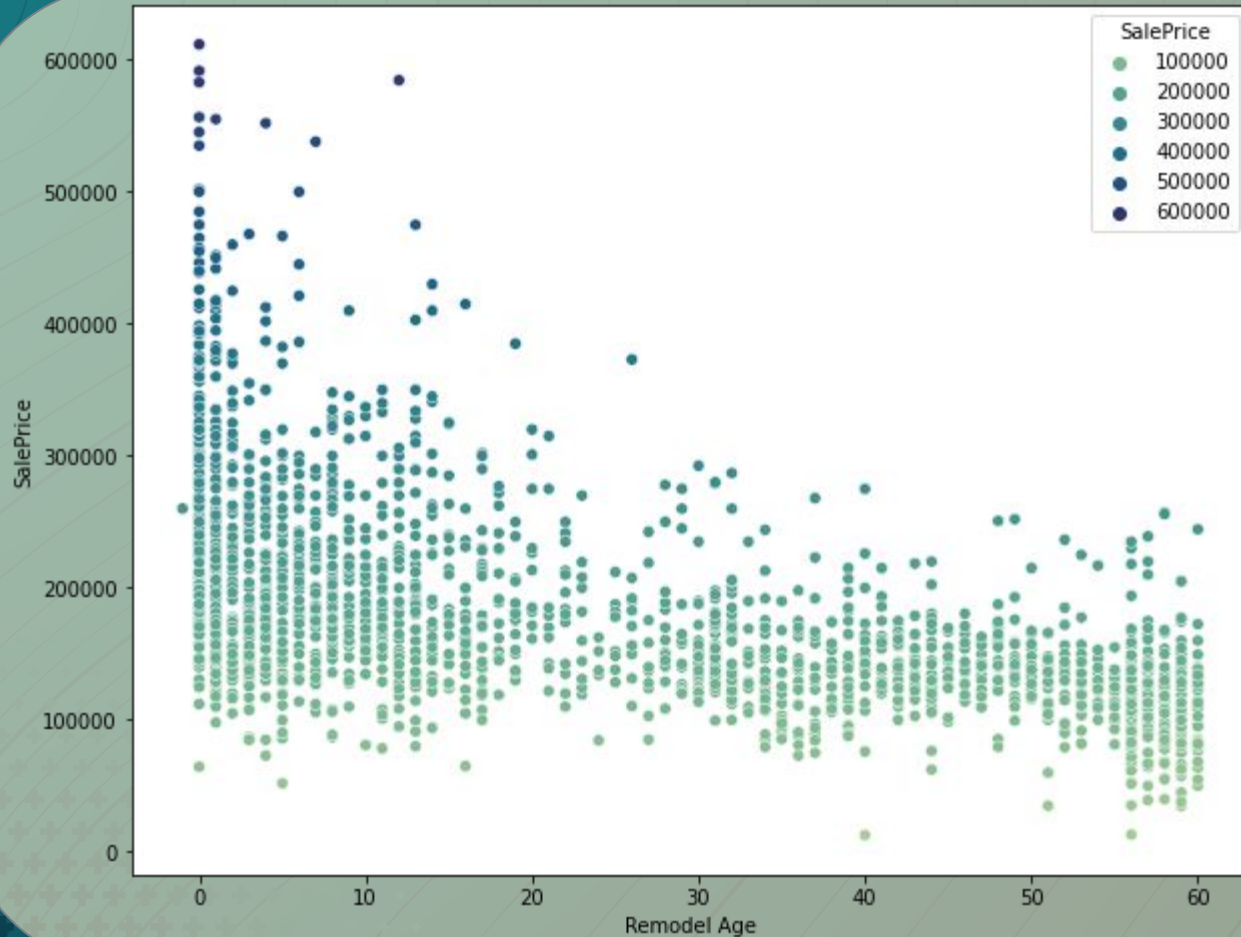


# Sale Price vs House Age

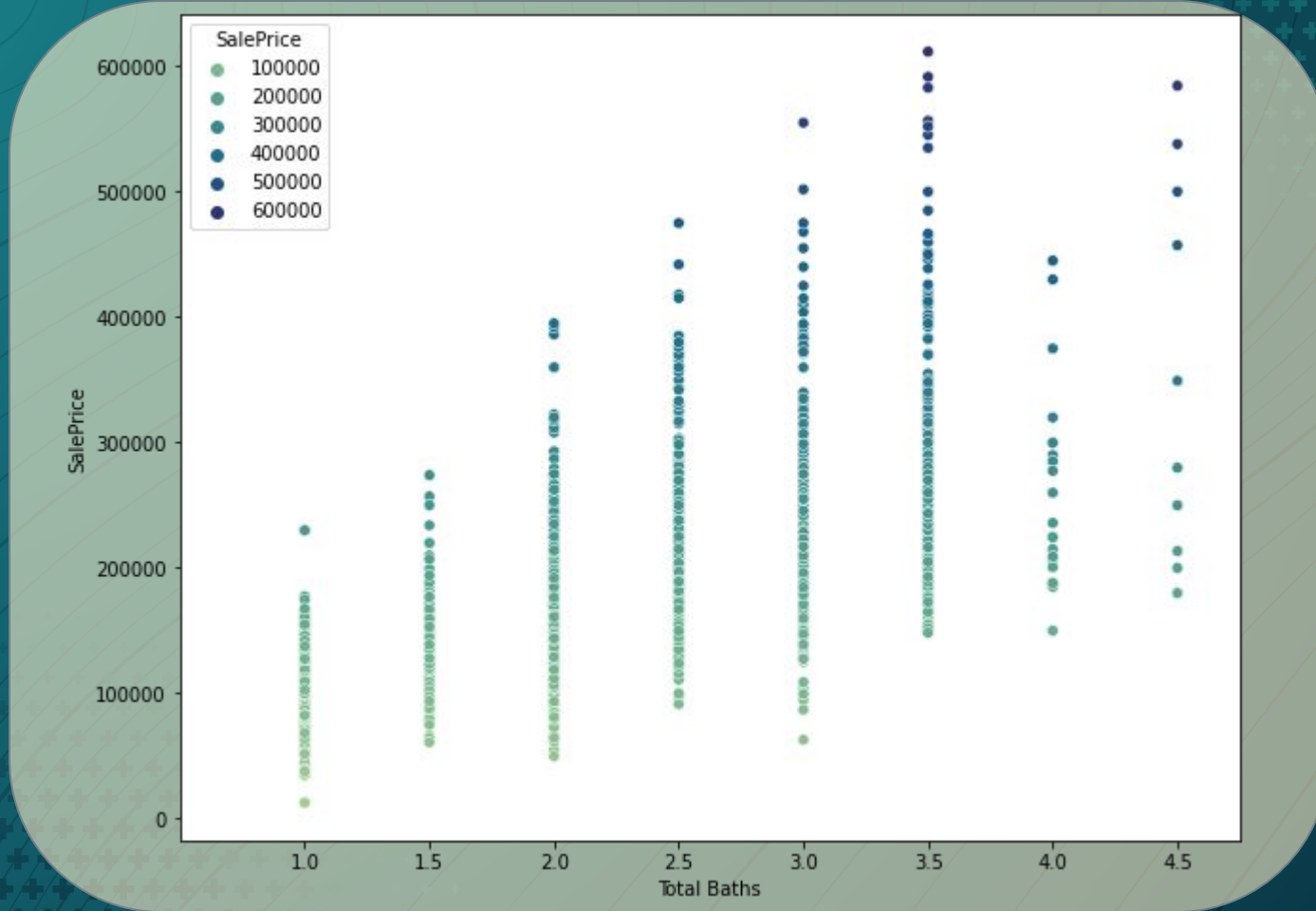




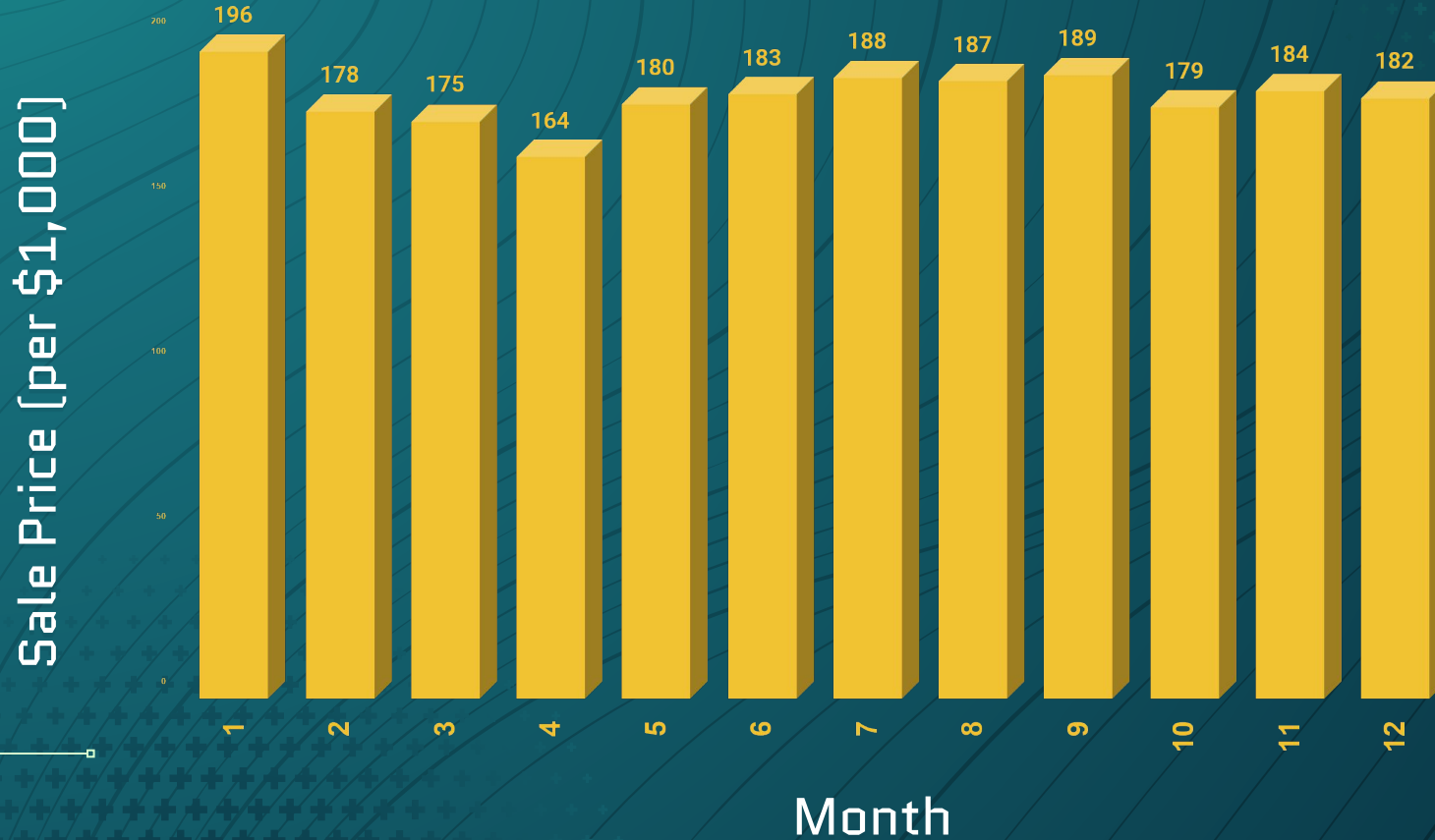
# Sale Price vs Remodel Age



# Sale Price vs Number of Bathrooms



# Average Sale Price by Month





# Recommendations

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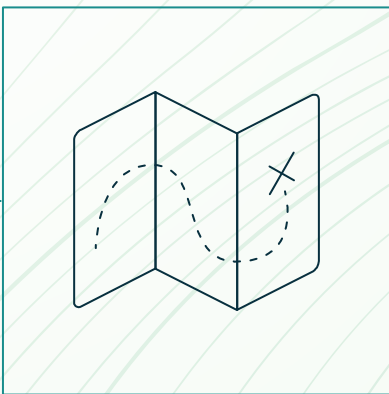
- Upgrade/Remodel
  - Kitchen/Appliances
  - Fireplace
  - Curb Appeal/Finishes
  - Focus on Overall House Quality/Finishes
- Avoid Selling in April

## Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)





# Thanks!