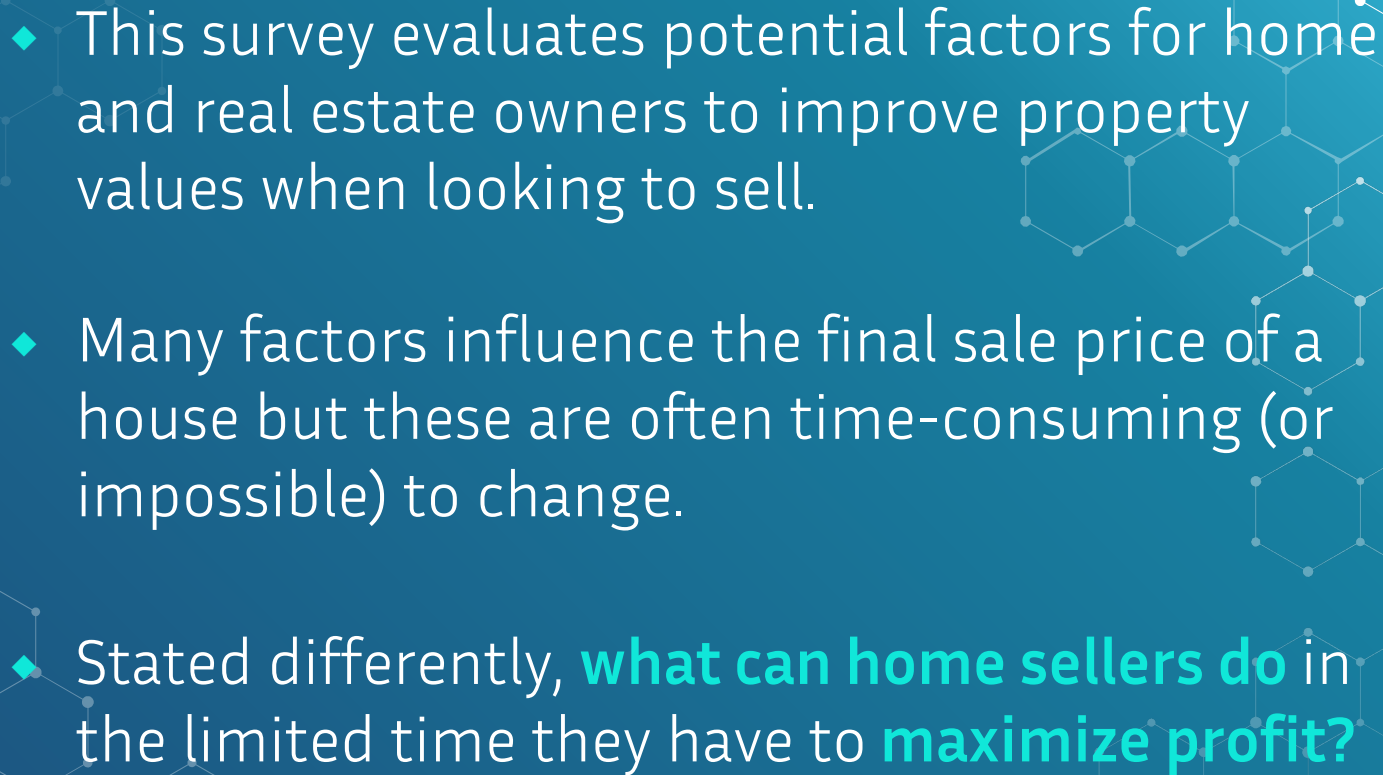




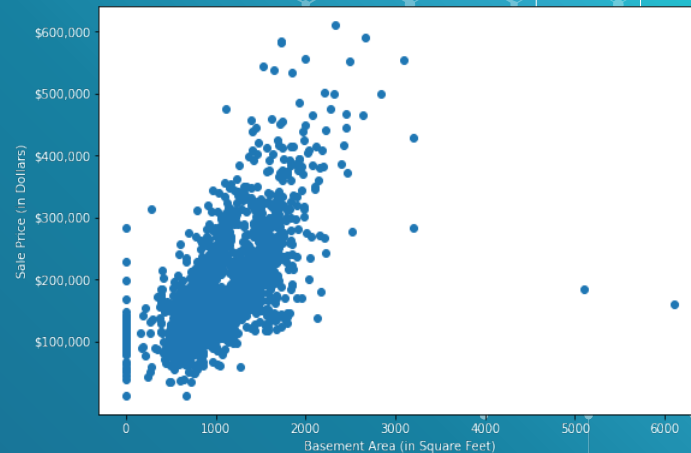
HOME AND REAL ESTATE SALES IN AMES, IOWA

- 
- ◆ This survey evaluates potential factors for home and real estate owners to improve property values when looking to sell.
 - ◆ Many factors influence the final sale price of a house but these are often time-consuming (or impossible) to change.
 - ◆ Stated differently, **what can home sellers do** in the limited time they have to **maximize profit?**

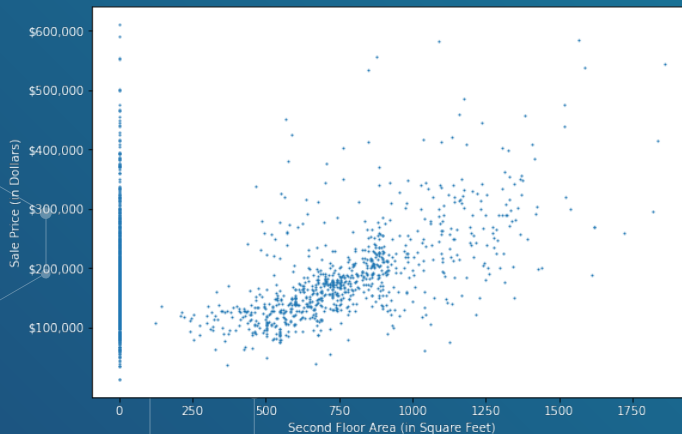
THE USUAL SUSPECTS

- ◆ Not surprisingly, factors that influence the selling price of a house most heavily are largely immutable.
- ◆ Of these, size and surface area are the most significant, serving as consistent predictors of property value across the board.

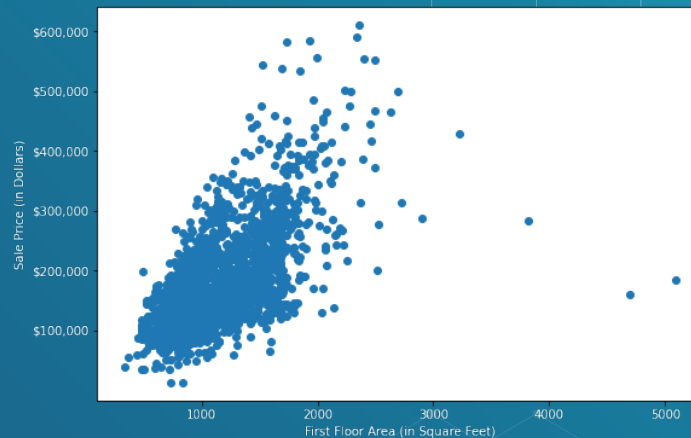
Sale Price vs. Total Basement Square Footage



Sale Price vs. Second Floor Square Footage



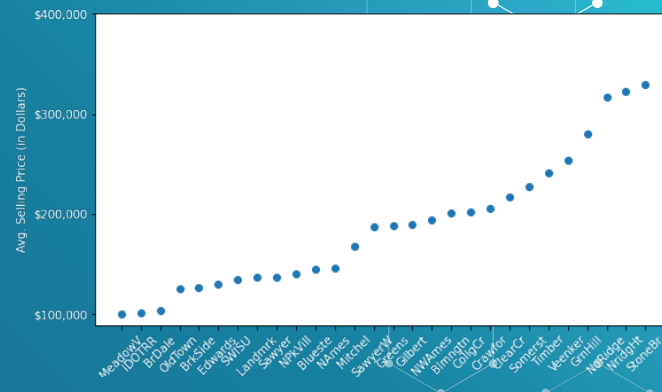
Sale Price vs. First Floor Square Footage



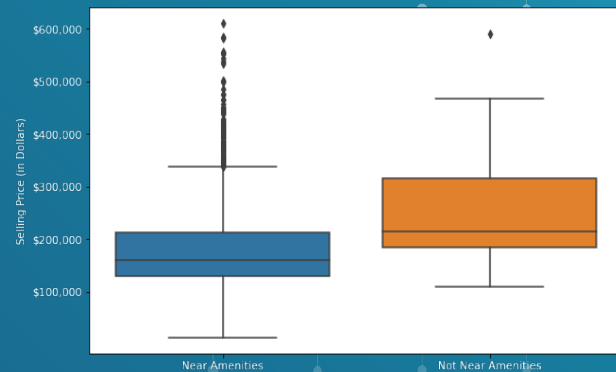
THE USUAL SUSPECTS

- ◆ Not surprisingly, factors that influence the selling price of a house most heavily are largely immutable.
- ◆ Of these, size and surface area are the most significant, serving as consistent predictors of property value across the board.
- ◆ Others are location (i.e. relative affluence of the neighborhood) and proximity to amenities (parks, etc.)

Avg. Property Selling Price by Neighborhood



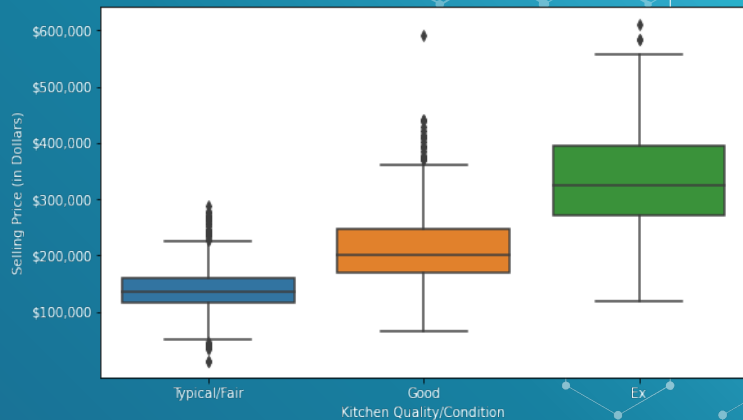
Interquartile Range of Sale Prices According to Proximity to Amenities



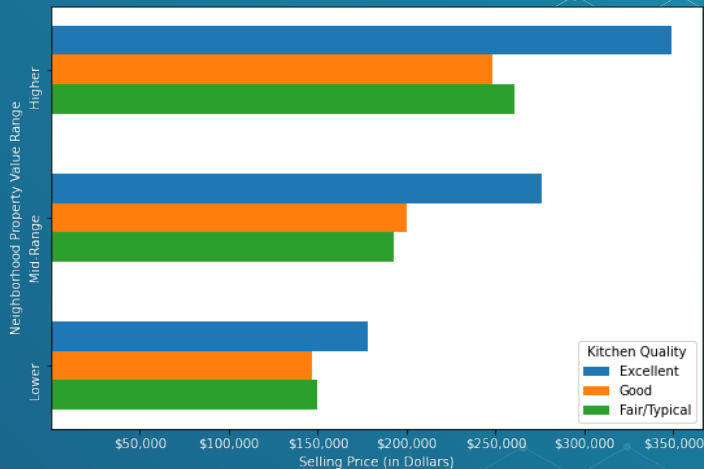
KITCHENS ARE KEY

- ◆ More than for any other single area of a given property, the quality and condition of the kitchen serves to determine the final selling price.
- ◆ Even after accounting for other factors (like location), homes with higher-quality kitchens sell higher than their neighboring counterparts.
- ◆ In some cases, the median sale price for homes in lower-cost neighborhoods **exceeds that in higher-cost neighborhoods** when kitchen quality and condition are taken into account.

Interquartile Range of Sale Price According to Kitchen Quality/Condition



Breakdown of Median Price Point According to Quality/Condition of Kitchen

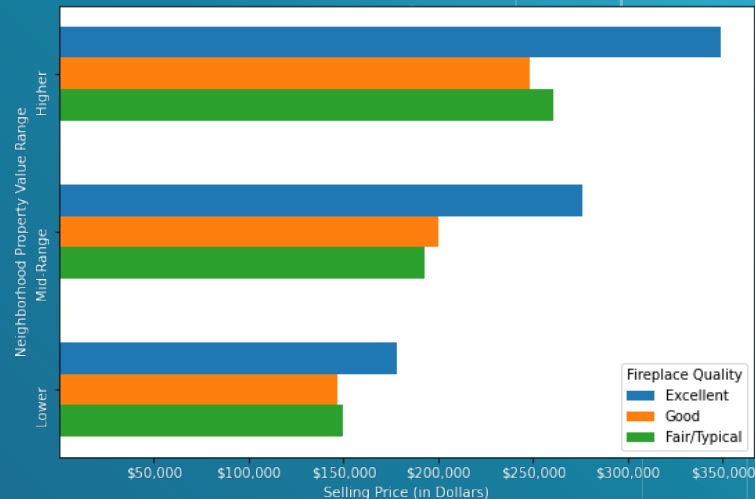




FIREPLACES TOO

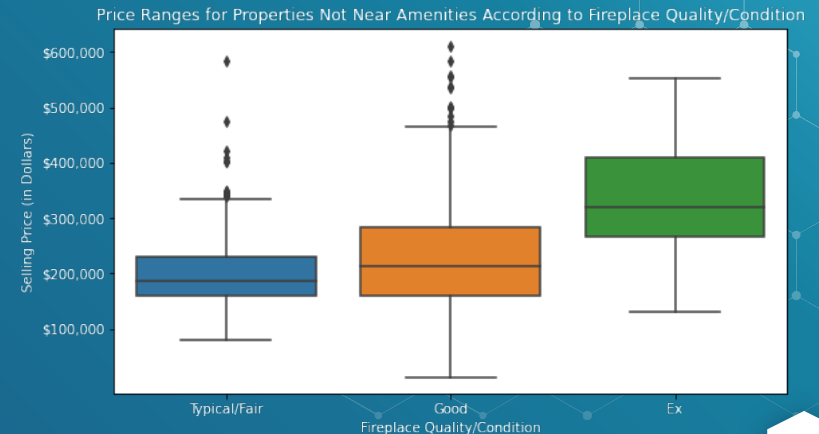
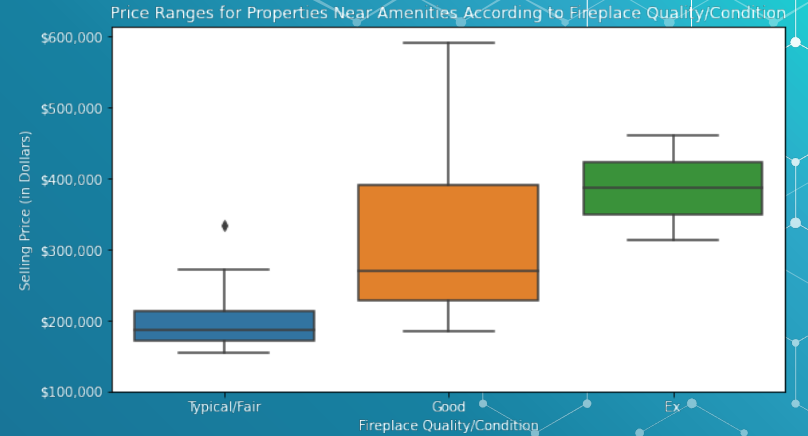
- ◆ For homes that have fireplaces, better quality and condition correlate positively with higher sale prices.
- ◆ This is true in general across neighborhoods and when accounting for amenities (or lack thereof).

Breakdown of Median Price Point According to Quality/Condition of Fireplace



FIREPLACES TOO

- ◆ For homes that have fireplaces, better quality and condition correlate positively with higher sale prices.
- ◆ This is true in general across neighborhoods and when accounting for amenities (or lack thereof).
- ◆ Homes with the highest quality fireplaces in the greatest condition consistently outsell other homes with fireplaces.



The background of the slide is a solid teal color with a subtle, repeating pattern of white hexagons and connecting lines, resembling a molecular or network structure. On the left side, there is a horizontal bar with a teal-to-white gradient, and a small teal hexagon is positioned to the right of this bar.

OTHER TAKEAWAYS AND CONCLUSION

- ◆ Findings for other areas of the home (pool quality, garage and basement condition, and so on) are less conclusive, though more data may help provide a clearer picture.
- ◆ For home owners looking to sell, **the kitchen and fireplace are where it's at.**

MERCI!

ANY PREGUNTAS?

