



Maximizing Your Home Sale Profits

By Charlotte Basch

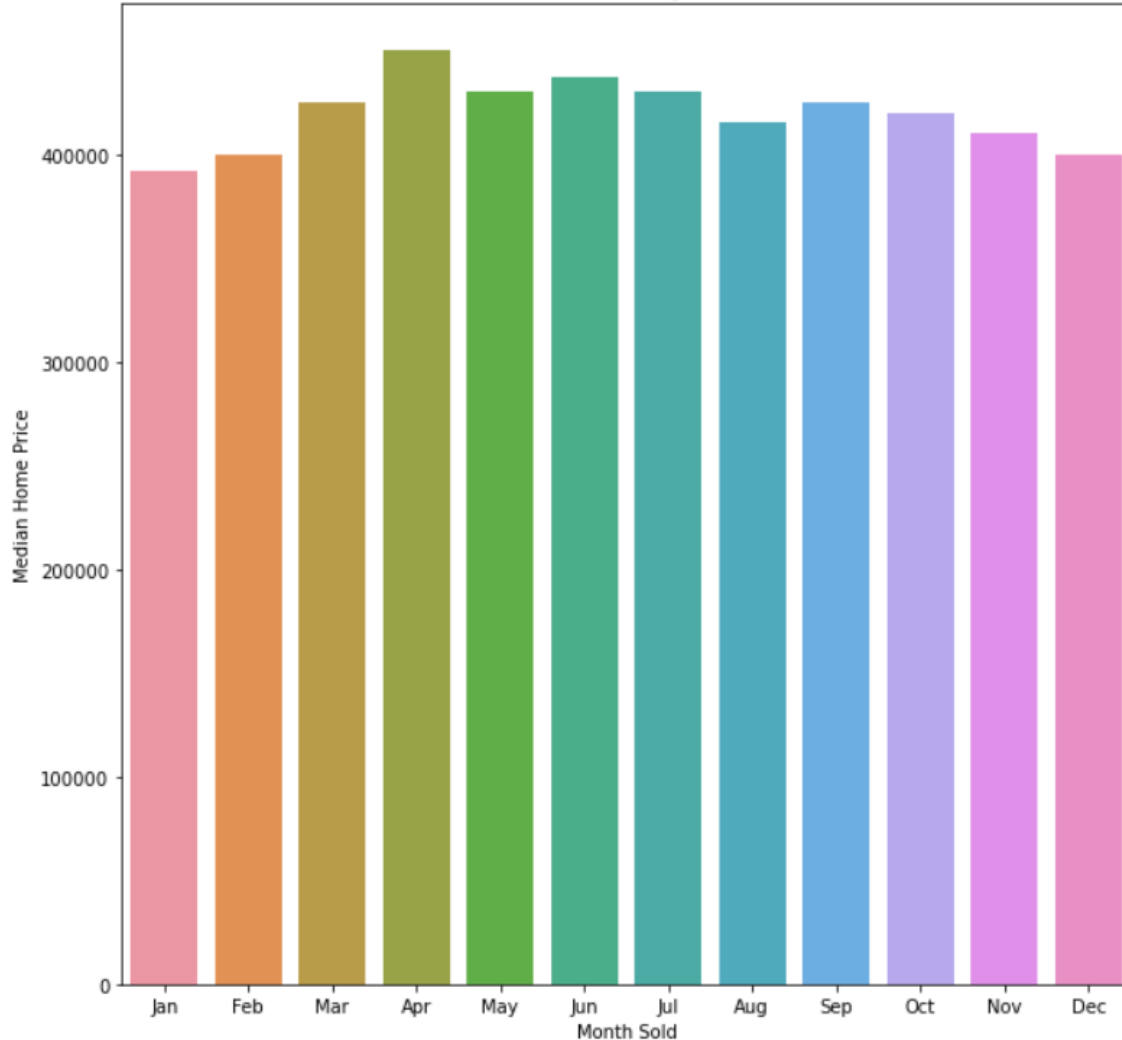
Methods

- ▶ Housing data from King's County, Washington in 2014 and 2015
- ▶ Looked at house prices between \$82,000 and \$2,400,000 to avoid generalizing what applies to extremely low or high house prices
- ▶ The mean home price in this county was \$540,510.73
- ▶ Investigated factors such as home age, zipcode, square footage of the lot, whether the home had a basement, etc.
- ▶ Created an equation to predict house prices given these factors

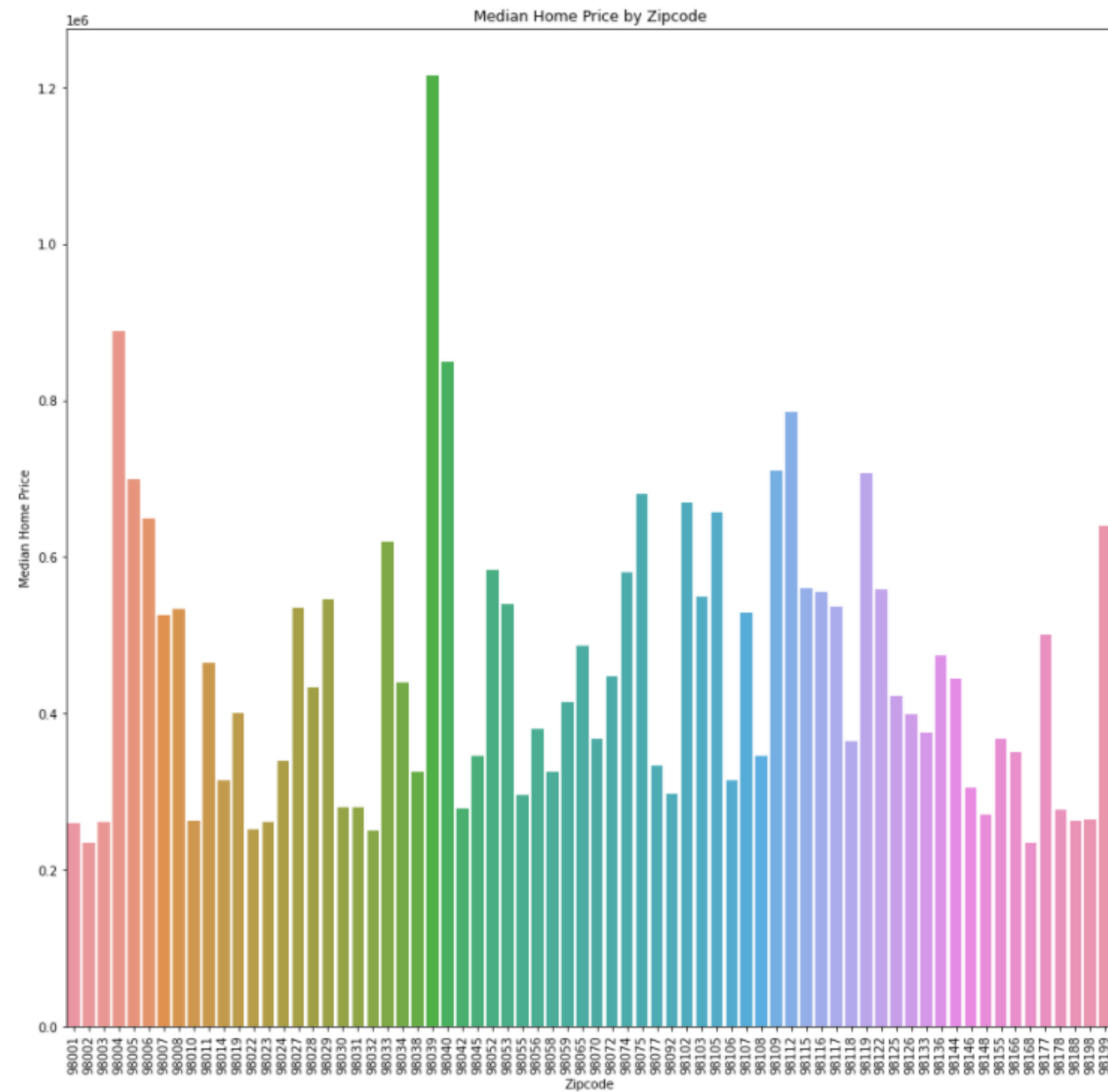
Uncontrollable Factors

Should you sell your house during a certain month?

Median Home Price by Month Sold



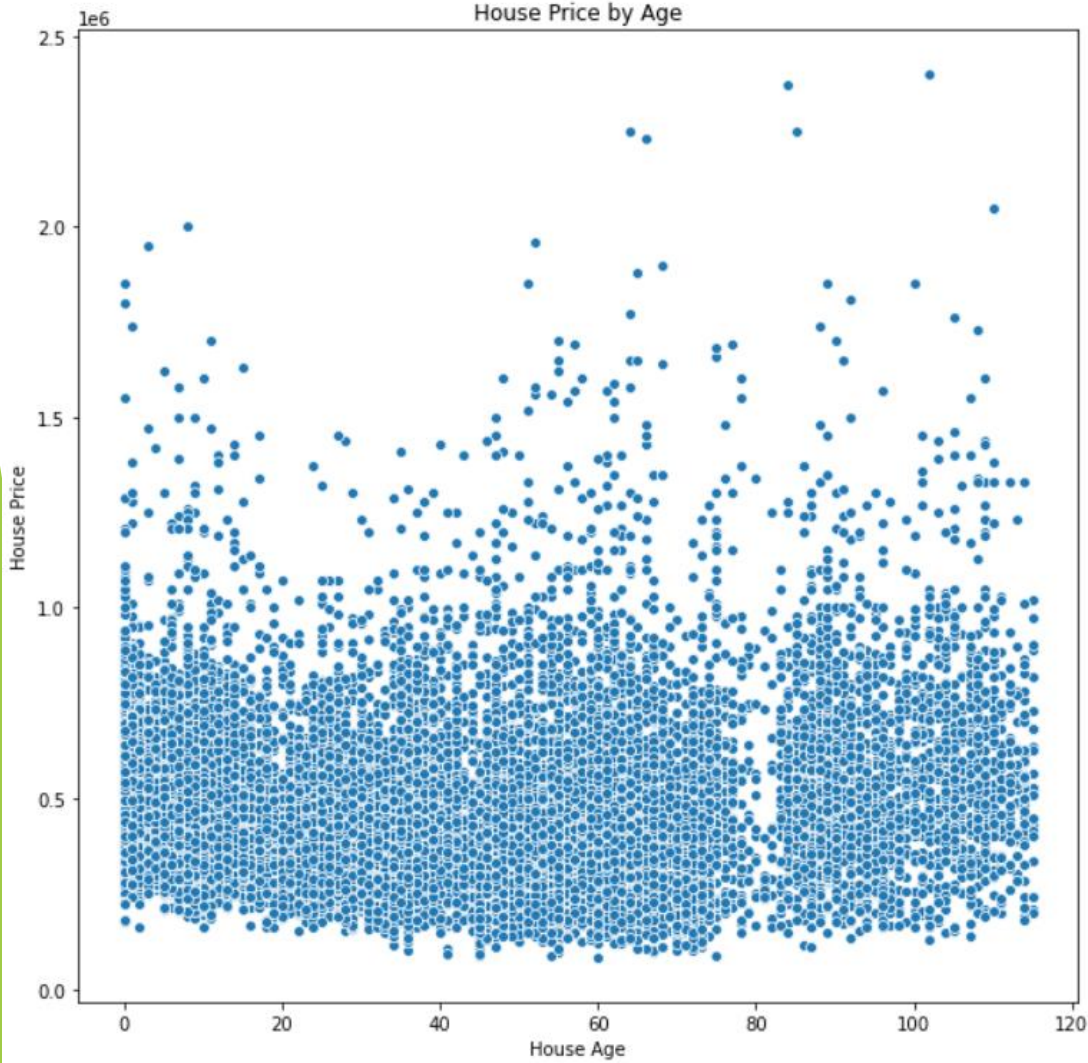
- Sell your home when *you* want to, price won't be significantly impacted



Location Matters

- Depending on where you live, maximizing your profits may be significantly easier

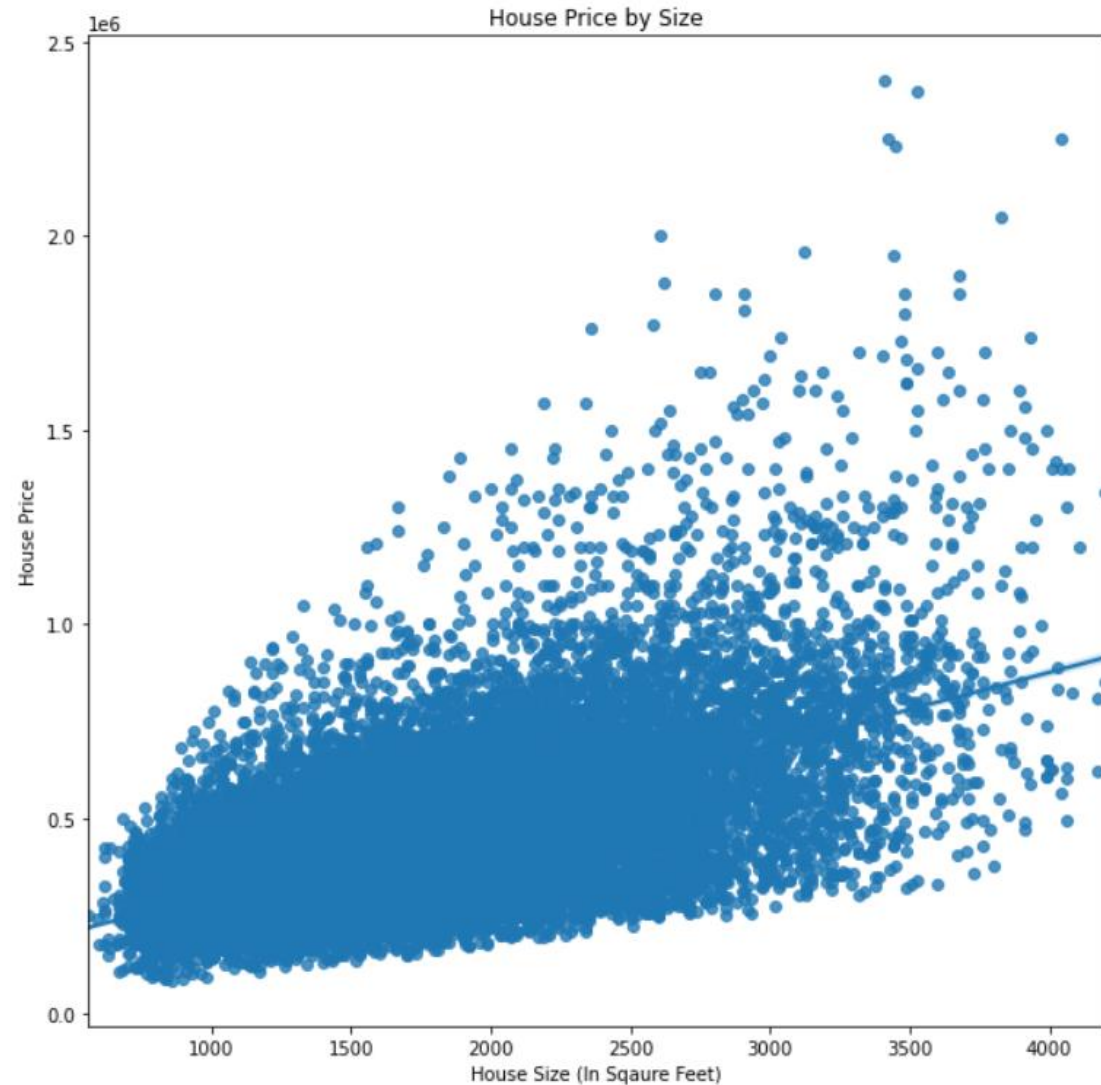
Does having an older home doom your profits?



- ▶ House age is not a very important factor
- ▶ Not enough renovated houses to make recommendations

Controllable Factors

The Most Important Factor



- Expanding your house is your best bet for increasing your profits

Thank you!