REAL ESTATE
INVESTMENT PLAN

Model & Analysis, provided by Kate Crawford

AIMS Investing

The goal is to purchase homes that not only return profits, but add value to the communities that they are built in.

MY**AIMS**
REAL ESTATE

PROJECT EVOLUTION

Explore Ames

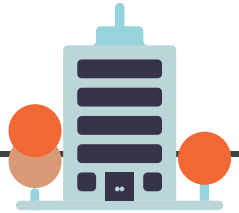
What homes are being sold in Ames, Iowa?

Predict Prices

How does location and condition impact the sale price?

Find Features

Where should we focus construction?



PROJECT EVOLUTION

Buy

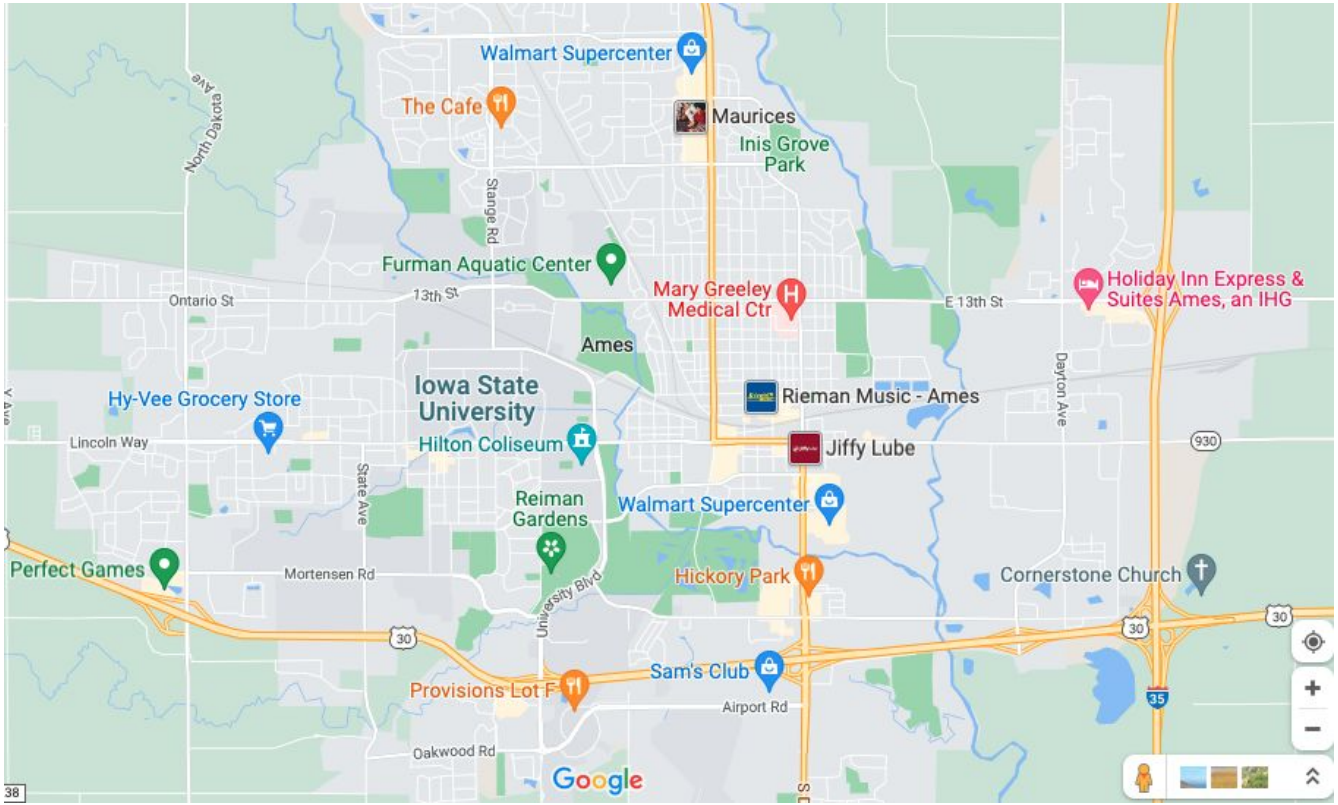
How much should you invest in a home?

Sell

How do you determine sale price?

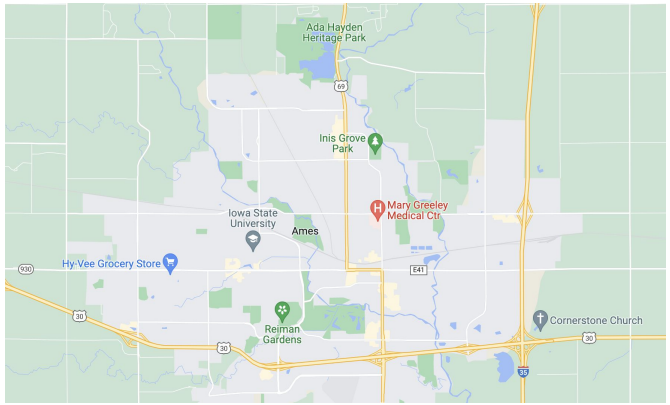
Move to the next market!

GET TO KNOW AMES, IOWA



GET TO KNOW AMES, IOWA

DEMOGRAPHIC AREA



COUNT:

2,049 Homes

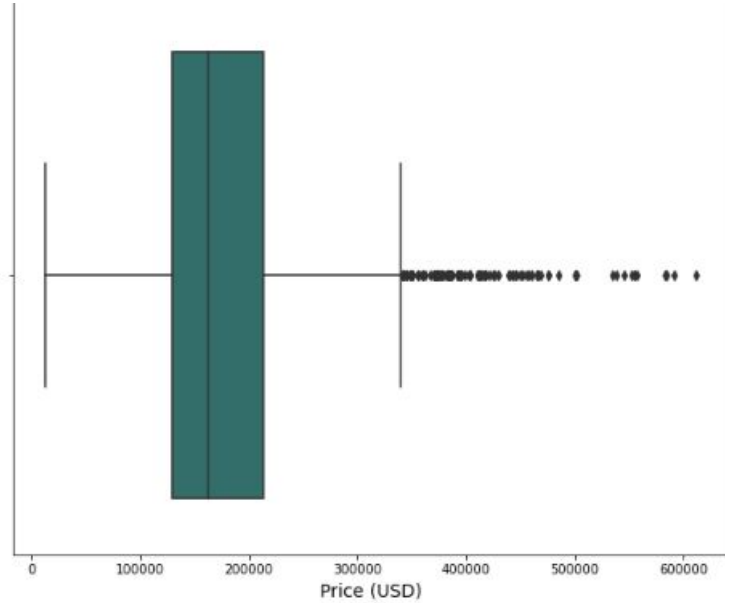
AVERAGE PRICE:

$181,479

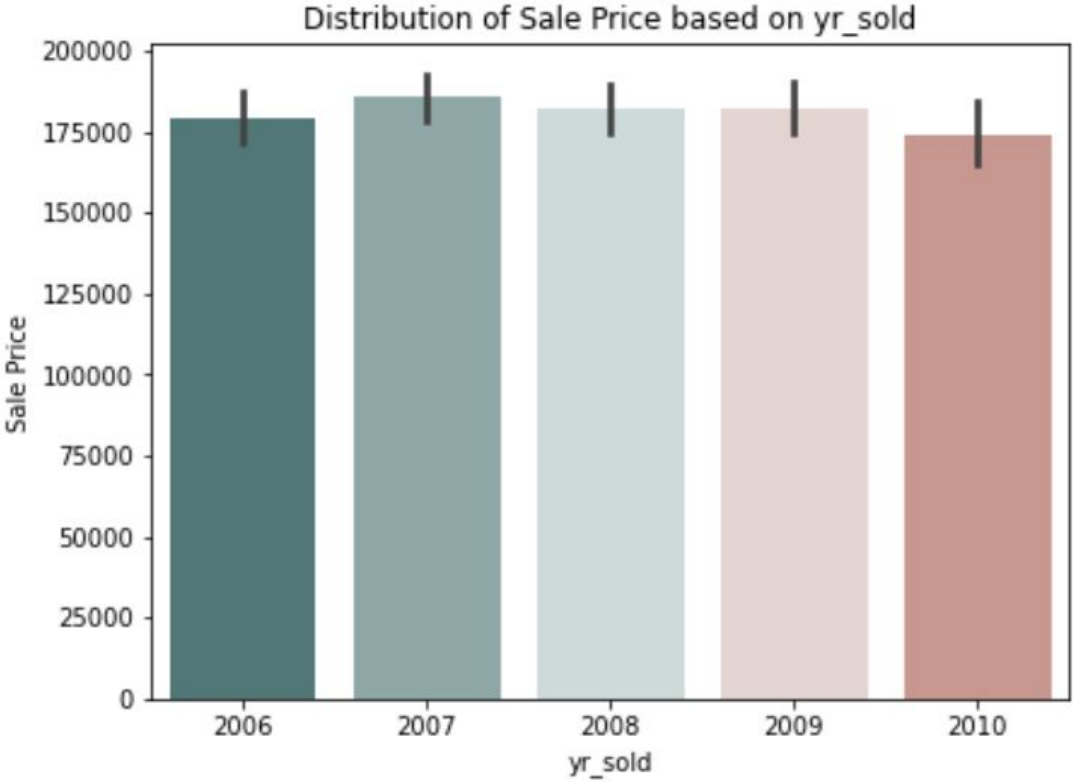
RANGE:

$12,789
to $611,657

SALE PRICE



Market Fluctuation



WHAT MAKES A GOOD PROPERTY INVESTMENT?

POSSIBILITY FOR A HOME TO TURN A PROFIT

A NEIGHBORHOOD WITH HIGH VALUE HOMES

HOME FEATURES THAT MAKE A DIFFERENCE

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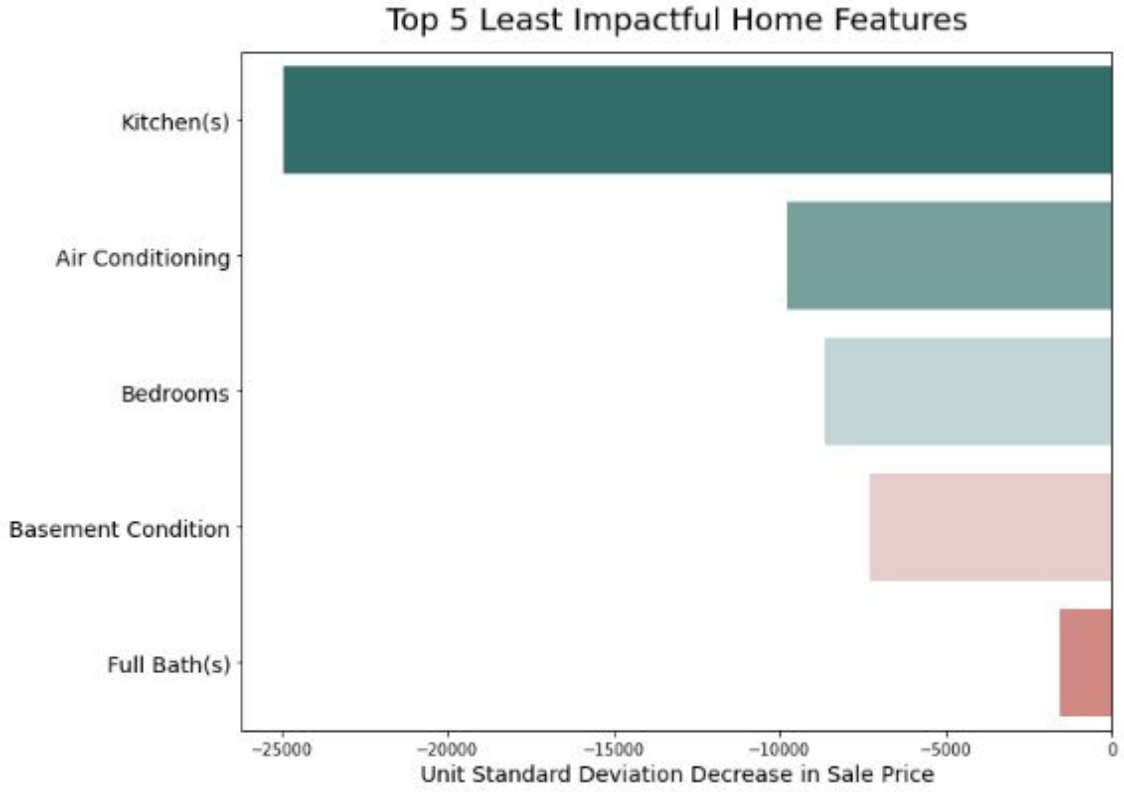
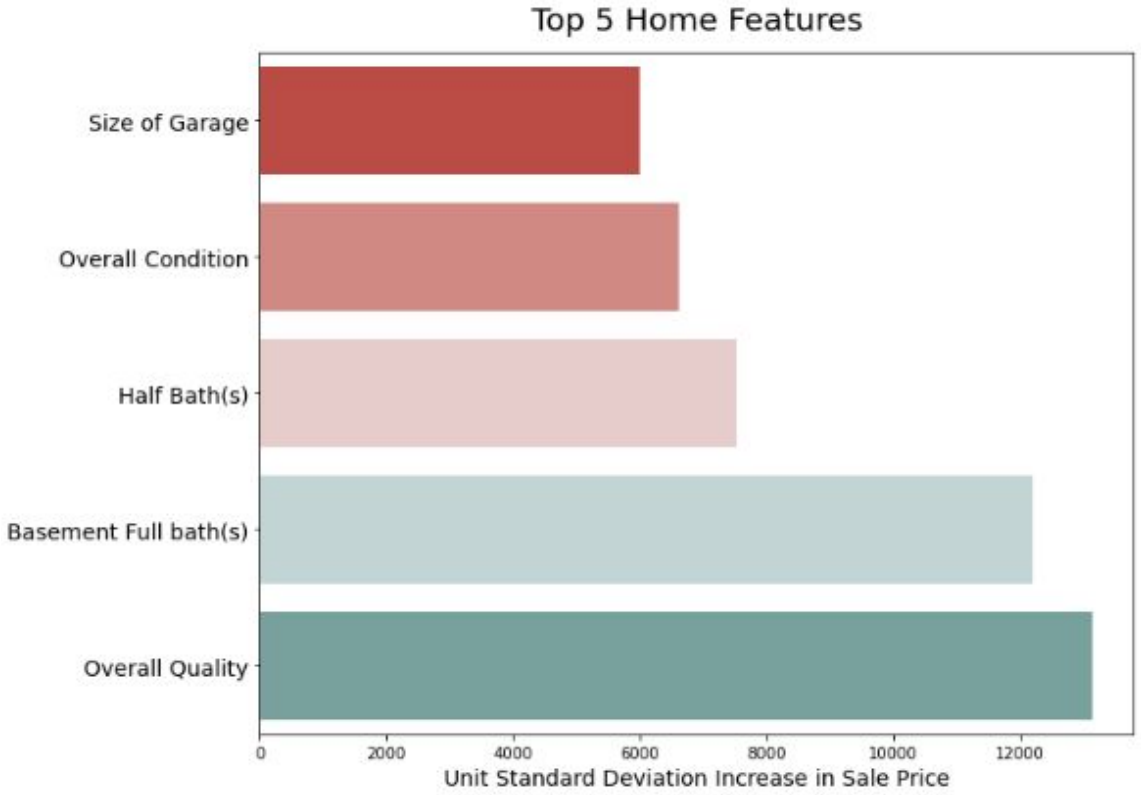


When does it sell for less?

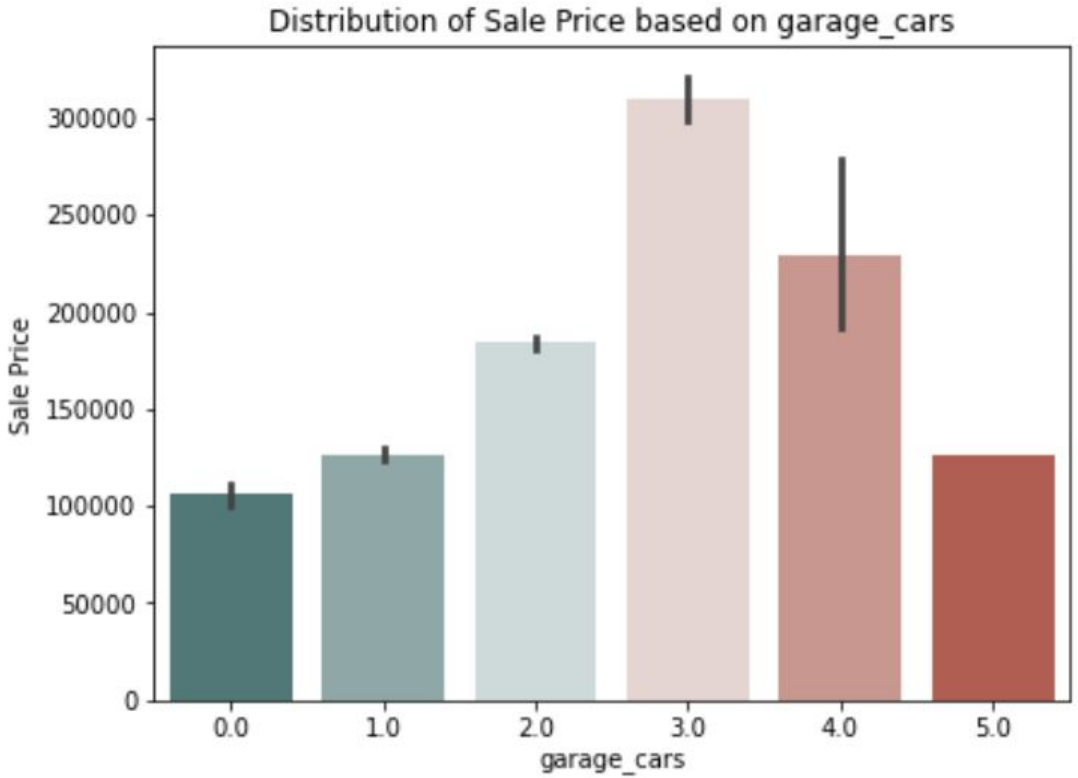
- More than 1 kitchen
- Majority of homes have air conditioning
- 4 Bedroom Homes have the highest home value

HOME FEATURES THAT MAKE A DIFFERENCE



When does it sell for more?

HOME FEATURES THAT MAKE A DIFFERENCE



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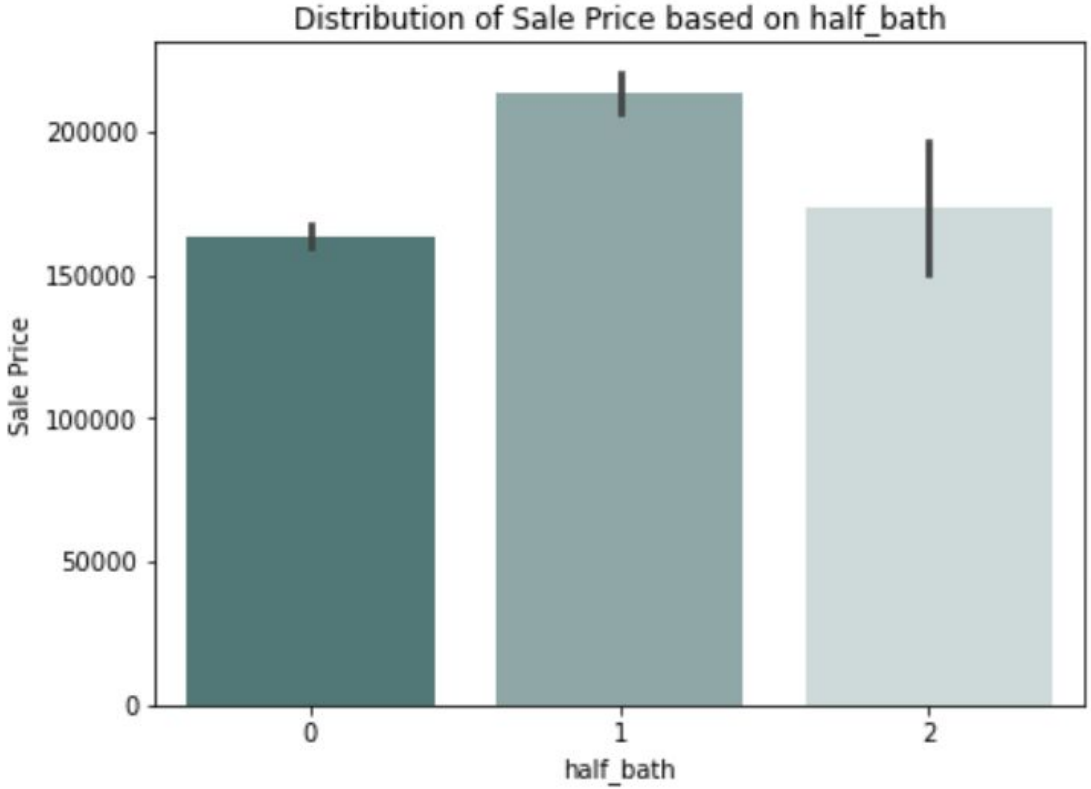

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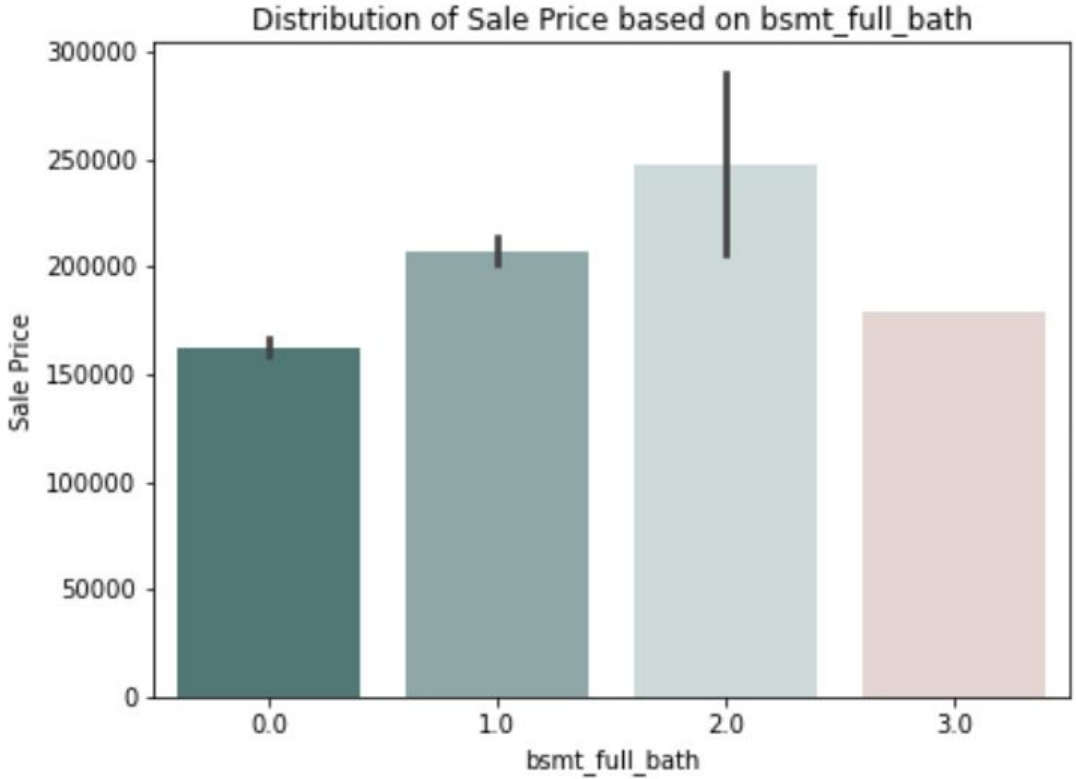

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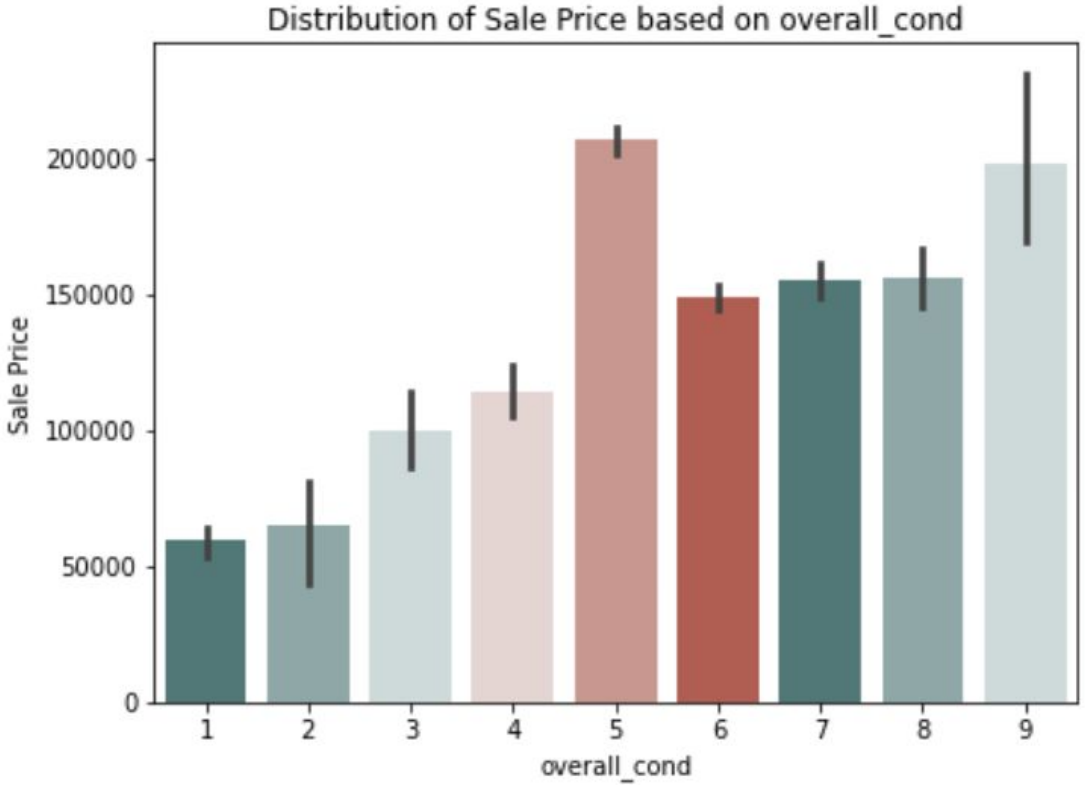

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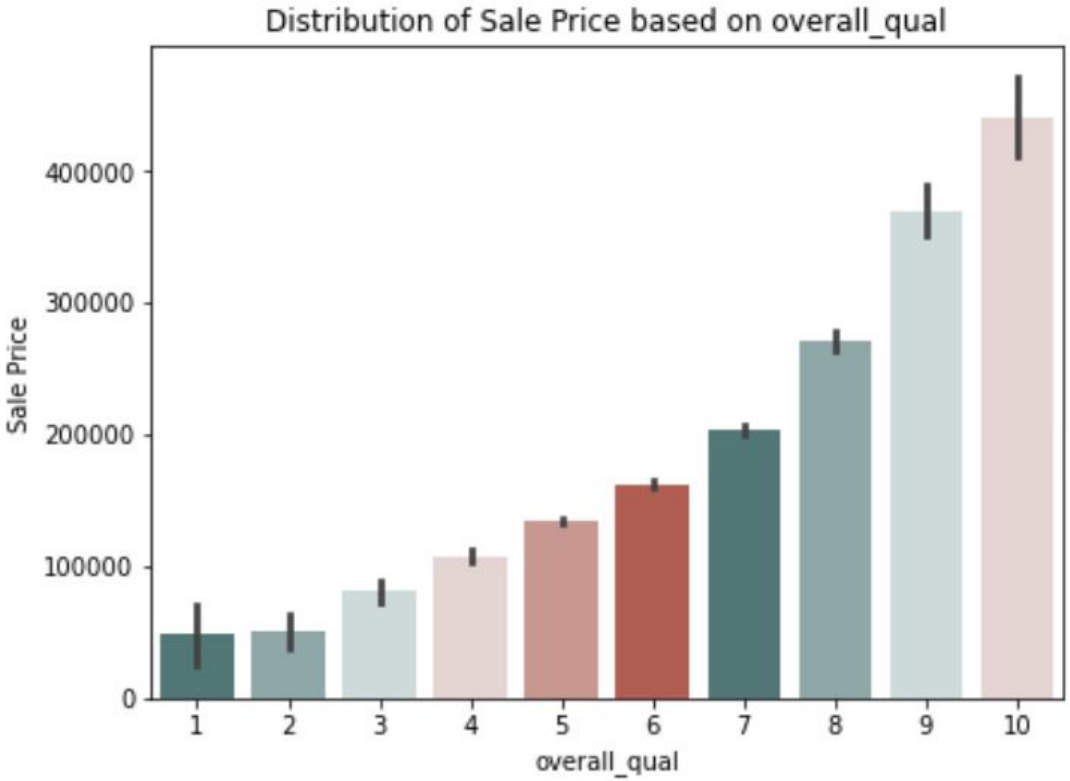
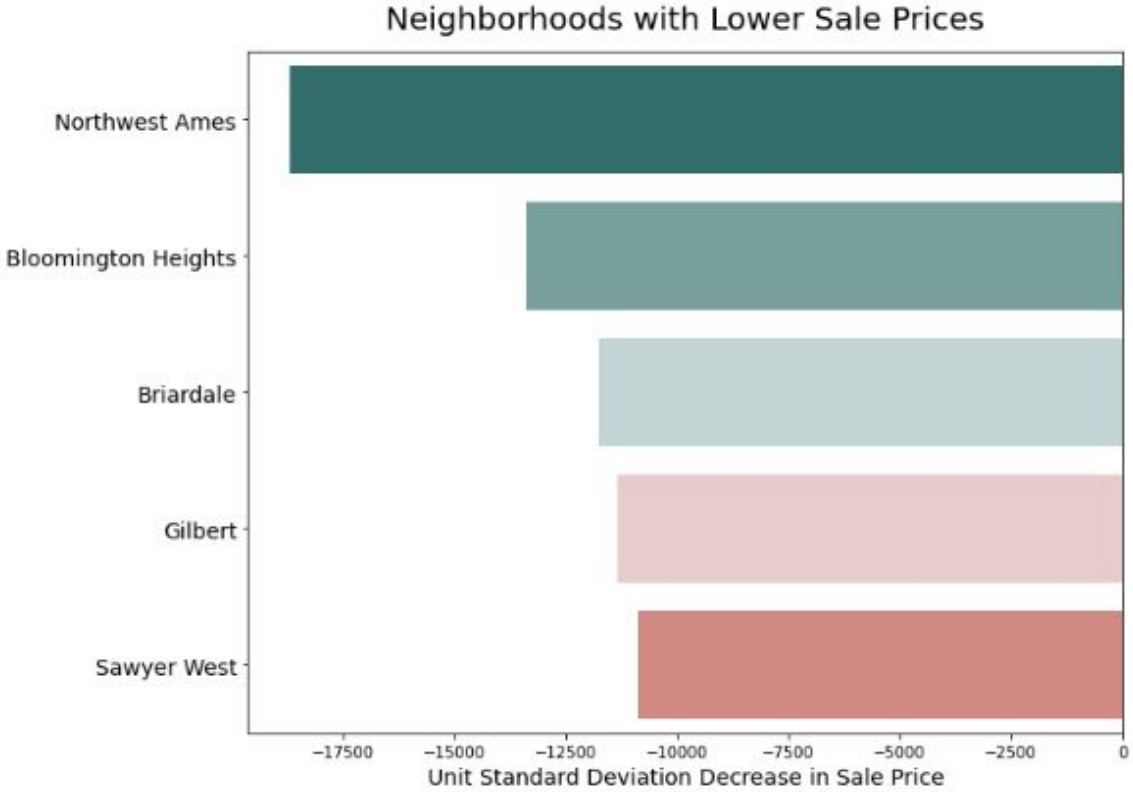


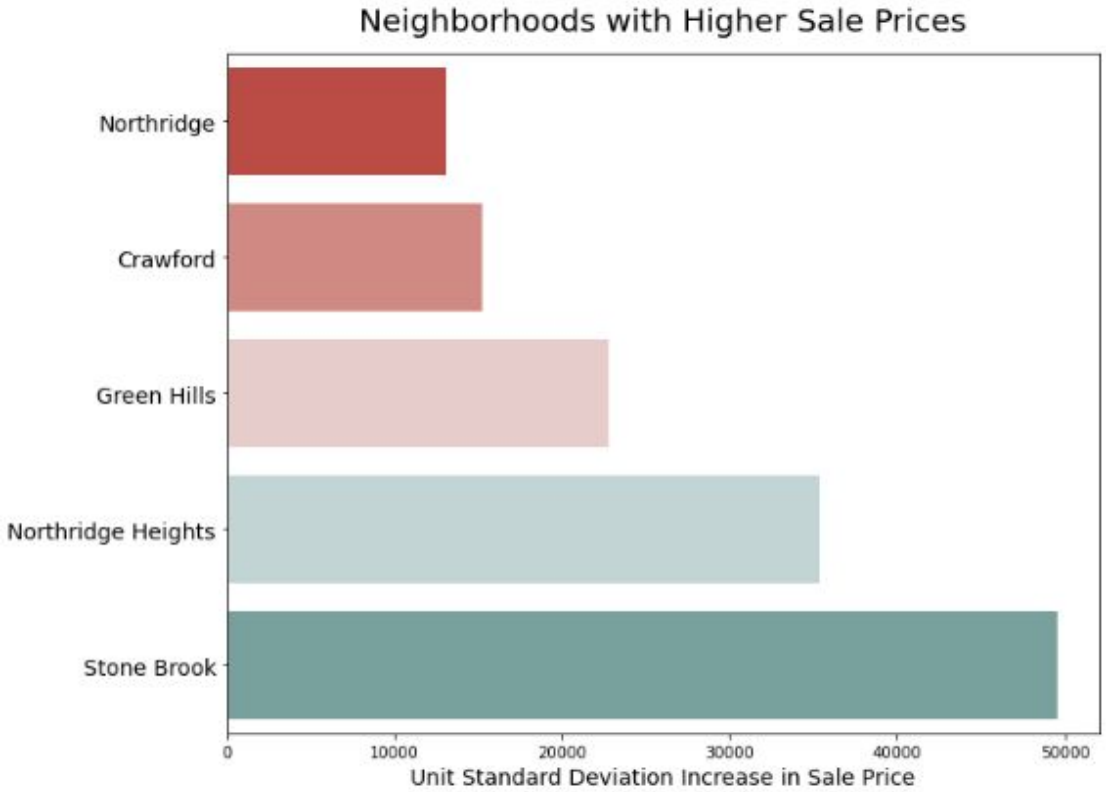
A NEIGHBORHOOD WITH HIGH VALUE HOMES

Average Sale Price in Northwest Ames:

$194, 619.00

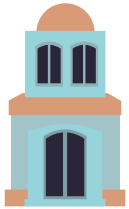


A NEIGHBORHOOD WITH HIGH VALUE HOMES



Average Sale Price in Stone Brook:

$329, 675.00



DO YOU HAVE ANY QUESTIONS?

THANKS

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- House for rent concept background
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