Should Welnvest.com

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Summary

Shouldweinvest.com solves the problem of identifying geographic markets where real estate investors should focus their investment activity. The process of identifying investment opportunities is streamlined - increasing the ability to identify high ROI investments and decrease time spent researching opportunities. Interactive configuration and results interfaces are used to present market recommendations based on custom investment personas. Recommendations are provided by aggregating and analyzing data predictive of investment property returns.

Data

Experian 238 columns x 248,013 rows



~200 columns x ~20,000 rows

GREAT!SCHOOLS

16 columns x ~74,000 rows

Algorithm

Two predefined investor personas, tailored to the goals and objectives specific to each, are provided for users. The algorithm factors are:

Ideals Common to Both Personas:

- Healthy market with declining home vacancy and good schools
- Flipper Ideals:
- Properties that are older and sell quickly

Landlord Ideals:

• A buyer's market with a high income to rent ratio

2

Should We Invest

Should We Invest provides tailored recommendations on which real estate market to invest in based upon your investment profile

Select Your Investment Persona

Shouldweinvest.com users are presented with the option to select between two investment personas -Landlord and Flipper.

Landlord Flipper Provides results tailored to an investor looking to manage

Adjust factor importance to further refine your analysis criteria

Price to Rent Ratio Not Important Somewhat Important Important

Really Important

Most Important (default)

price of the property. Higher

more quickly.

values go to properties "repaid" market.

- Buyer Seller Index
- Not Important Somewhat Important Important

Most Important (default)

market or a sellers' market. Higher

values represent a stronger buyers'

Really Important

Annual Income to **Monthly Rent Ratio** Not Important Somewhat Important Important (default)

Really Important

Most Important

income relative to rent.

property as a lessor

Indicates if the market is a buyers' Indicates how large annual

Change in Percent Vacant Not Important

Indicates forecasted change of

vacancy rates. Higher values

 Not Important Somewhat Important Somewhat Important Important (default) Important (default) Really Important Really Important Most Important

reselling property

 Most Important Most Important Indicates current health of the local property market. Higher

Indicates the quality of the schools. Higher values represent better

School Score

Not Important

Somewhat Important

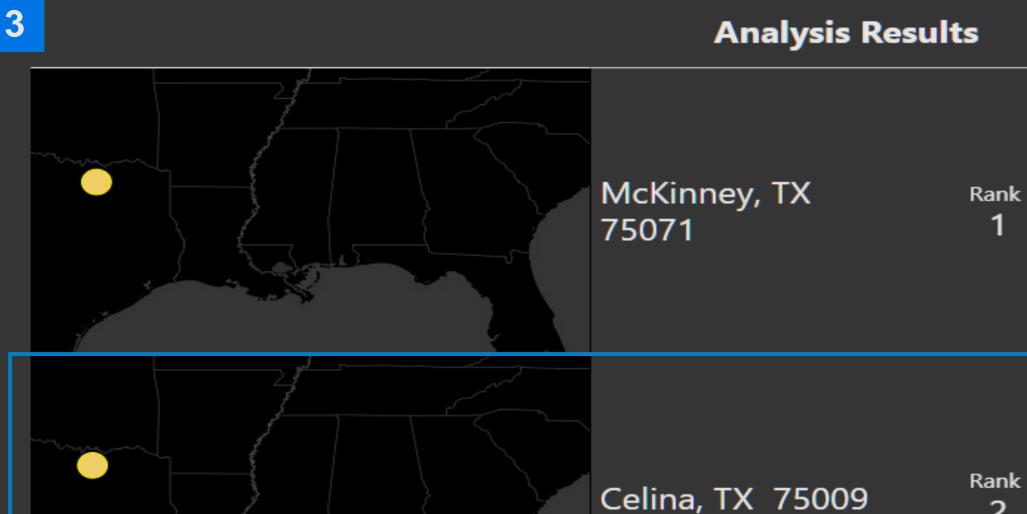
Important (default)

Really Important

After selecting a persona, the user can customize the recommendation algorithm by adjusting the importance of the algorithm factors.

This feature allows each user to tailor results to their individual investment goals and priorities.

After algorithm customization, the user is presented five markets that most match their investment criteria.



Frisco, TX 75033

Ponte Vedra, FL 32081

Cumming, GA 30028

Price to Rent Ratio Index **Buyer Seller Index** Annual Income to Monthly Rent Ratio I.. Change in Percent Vacant Index Market Health Index School Score Index Forecasted Population Growth Index Forecasted Household Median Income I..

Market Health Index

values represent healthier

markets.

Forecasted Median Housing Value Index Forecasted Housing Units Vacant Index Price to Rent Ratio Index **Buyer Seller Index** Annual Income to Monthly Rent Ratio I.. Change in Percent Vacant Index

Market Health Index School Score Index Forecasted Population Growth Index Forecasted Household Median Income I.. Forecasted Median Housing Value Index Forecasted Housing Units Vacant Index Price to Rent Ratio Index **Buyer Seller Index** Annual Income to Monthly Rent Ratio I.. Change in Percent Vacant Index Market Health Index

Forecasted Housing Units Vacant Index Price to Rent Ratio Index **Buyer Seller Index** Change in Percent Vacant Index Market Health Index School Score Index Forecasted Population Growth Index

Price to Rent Ratio Index Buyer Seller Index Change in Percent Vacant Index Market Health Index School Score Index Forecasted Population Growth Index

Forecasted Household Median Income I..

Forecasted Median Housing Value Index

Forecasted Housing Units Vacant Index

School Score Index Forecasted Population Growth Index Forecasted Household Median Income I.. Forecasted Median Housing Value Index Annual Income to Monthly Rent Ratio I.. Forecasted Household Median Income I.. Forecasted Median Housing Value Index Forecasted Housing Units Vacant Index Annual Income to Monthly Rent Ratio I..

of factors included in the algorithm and additional forecasted variables.

Each market location is

well as the relative index

displayed on a map as

Experimentation

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Experimentation was done by testing a variety of different use cases in the app. By toggling between the different "personas" and manually adjusting the weight of available variables, we were able to observe that our algorithms took the variables into consideration and made appropriate recommendations. The recommendations were verified by the team members to assure their validity.

Design was experimented on iteratively by presenting each design to team members with a fresh perspective and gathering feedback on areas to improve.

Tech Stack









Design

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8

ZIP Codes are small areas of the United States. Shouldweinvest.com uses large 'haystack' circles to visualize the top five markets for each persona. Using Tableau, these 'haystacks' move to the best markets in close to real time.

The single page website is designed to allow users to quickly generate customized results. Parameters are pre-filled based on research backed best practices, but allow the user to customize these parameters to their individual situation.