

ShouldWeInvest.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



238 columns x 248,013 rows



~200 columns x ~20,000 rows



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

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

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

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.

Each market location is displayed on a map as well as the relative index of factors included in the algorithm and additional forecasted variables.

