

# Jumpstart Realty

King County Data  
Results

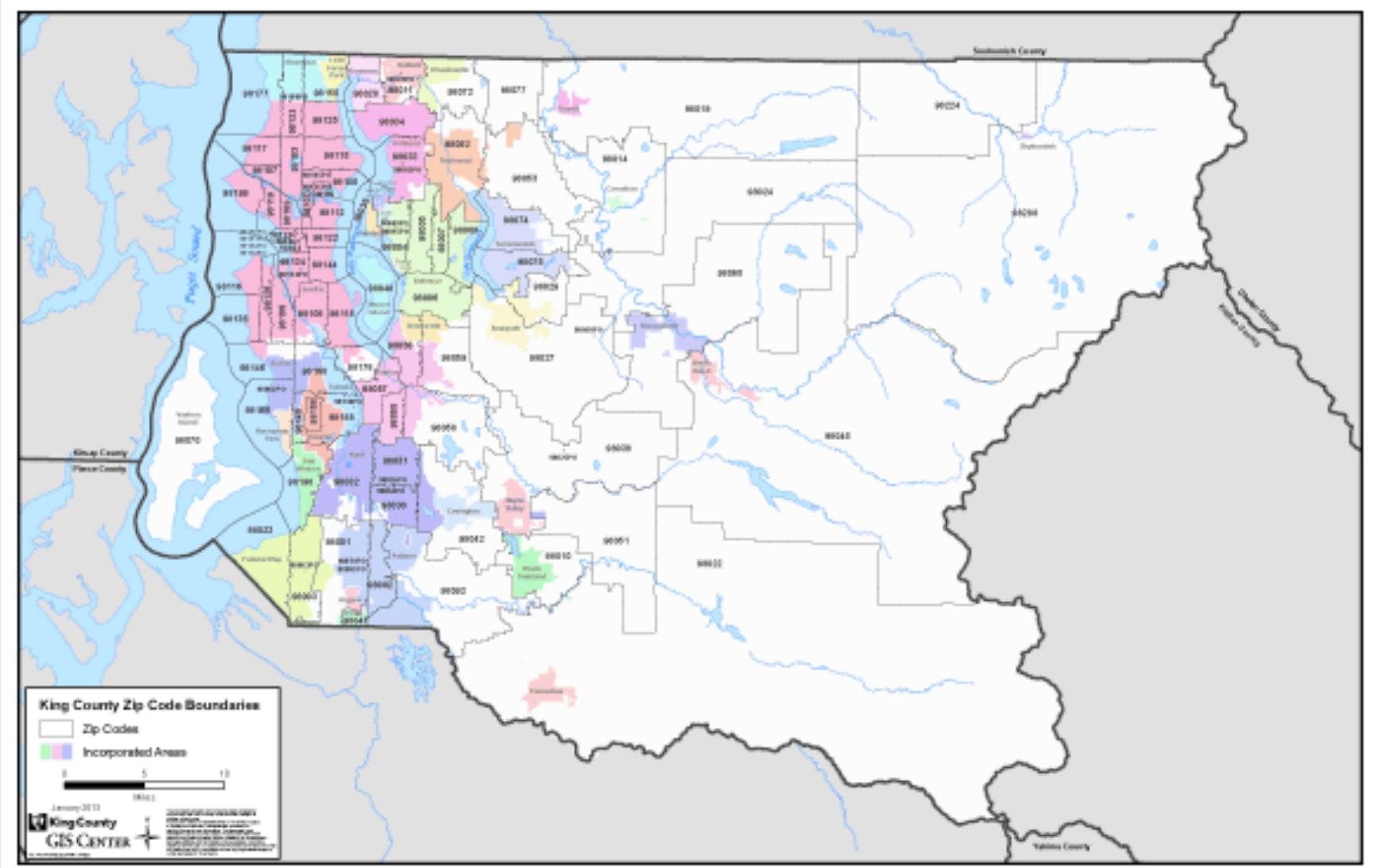
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Predicting home values within King County, WA.

Build trust between buyers and realtors.

Offer future buyers high-caliber information.



## What is the goal of the model?

Creates a ***strategy*** for agents and brokers to maximize the total value of a home for all parties involved.

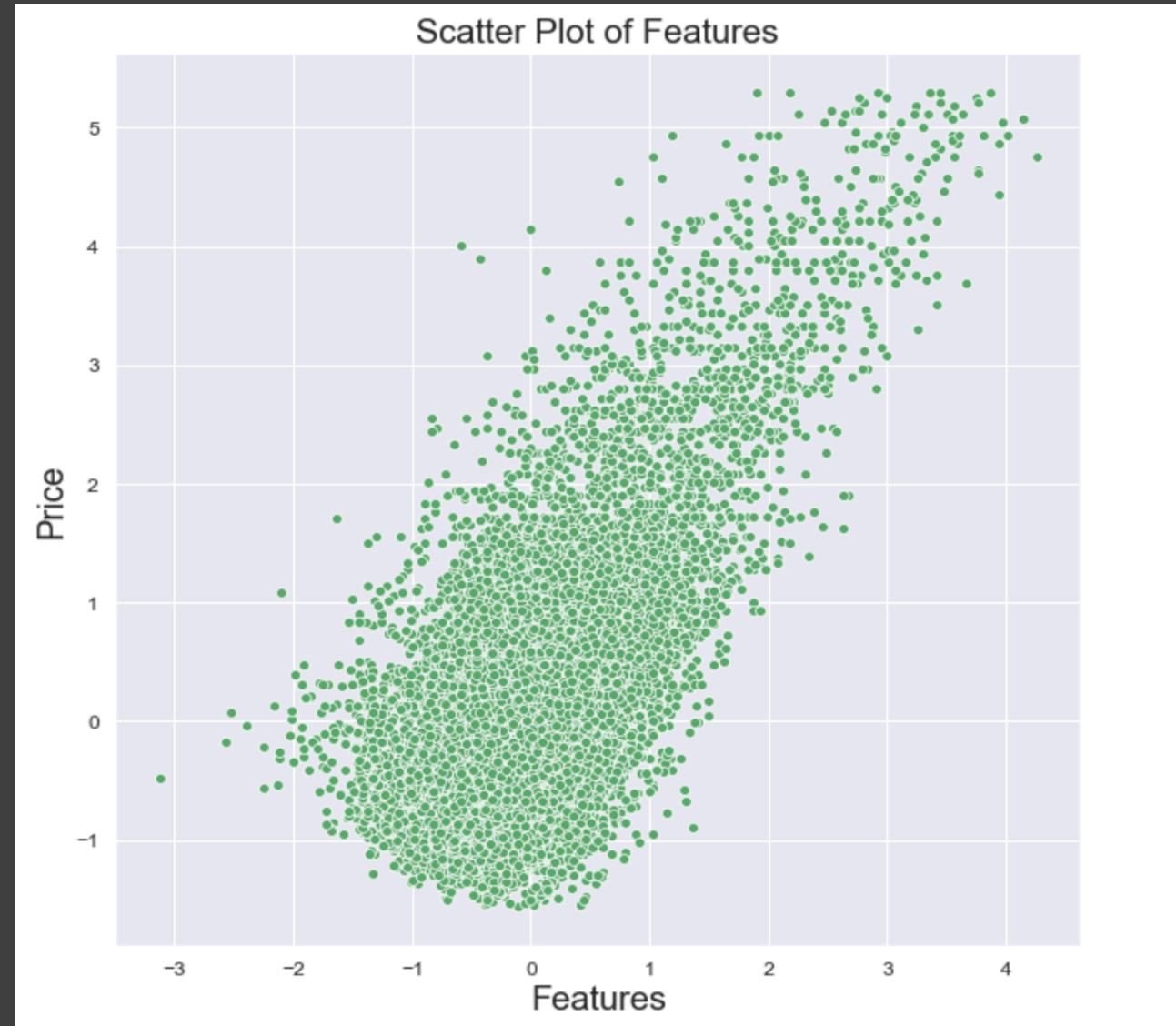
## What is the ***strategy***?

Identify selected features within King County home to indicate the most important aspects of individual properties.



# What are the most important features?

- View Count
- Housing Grade
- SQFT Above
- SQFT Living > 15
- Renovated? (Y/N)
- Basement? (Y/N)
- Waterfront? (Y/N)



## **Recommendation 1 :**

*Increase View Count*

**More Viewers = Higher Value**

Know this to identify when properties are 'hot'.

When a property starts to receive more views, increase marketing efforts for that particular property.

This could drive value even higher with more offers coming in.



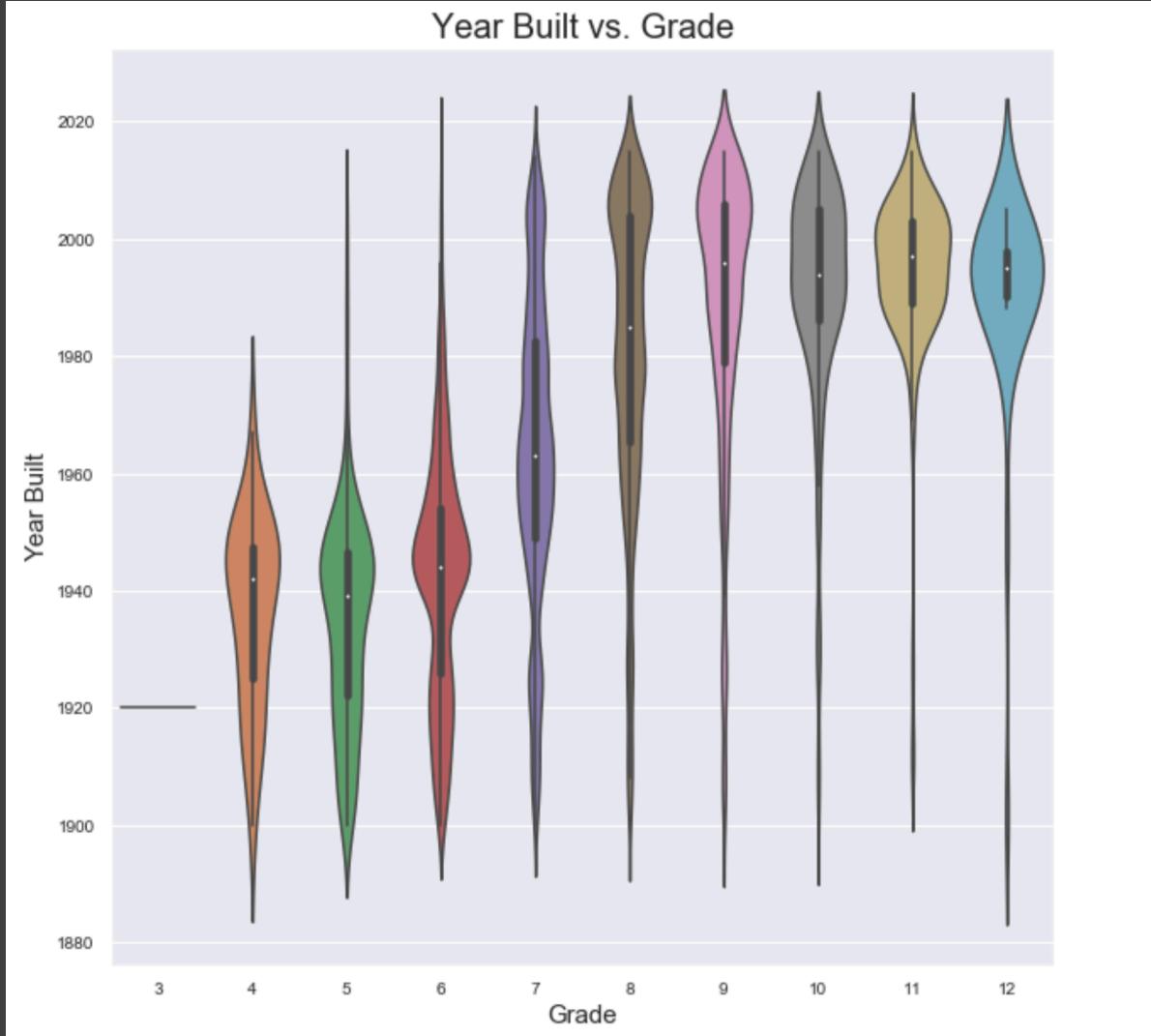
## **Recommendation 2 :** *Make Modern Renovations*

**Better Grade = Higher Value**

Housing grades are a reflection of design, features, and material quality.

To improve upon a housing grade, encourage an owner to make renovations.

More modern features = higher value.

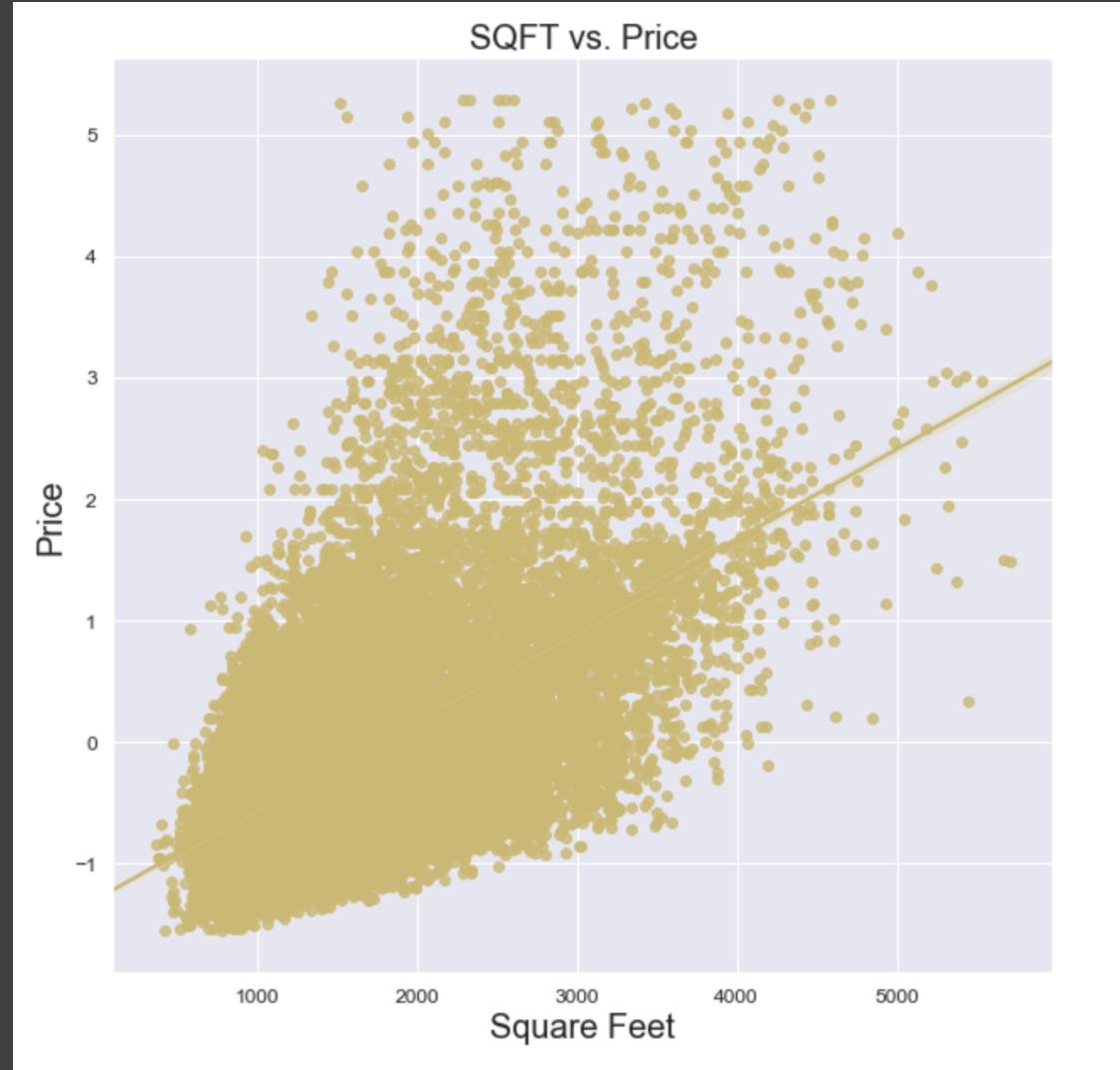


## **Recommendation 3:** *Increase Square Footage*

**More SQFT = Higher Value**

To improve upon housing square footage, encourage an owner to additive renovations.

Such as adding a porch or a sunroom before putting their house on the market.



## **Recommendation 4:** *Identify Location*

**Neighbors determine value**

When the average square footage is higher in the closest 15 properties, the value of the house is increased.

Buyers with higher average incomes will be interested in these properties.

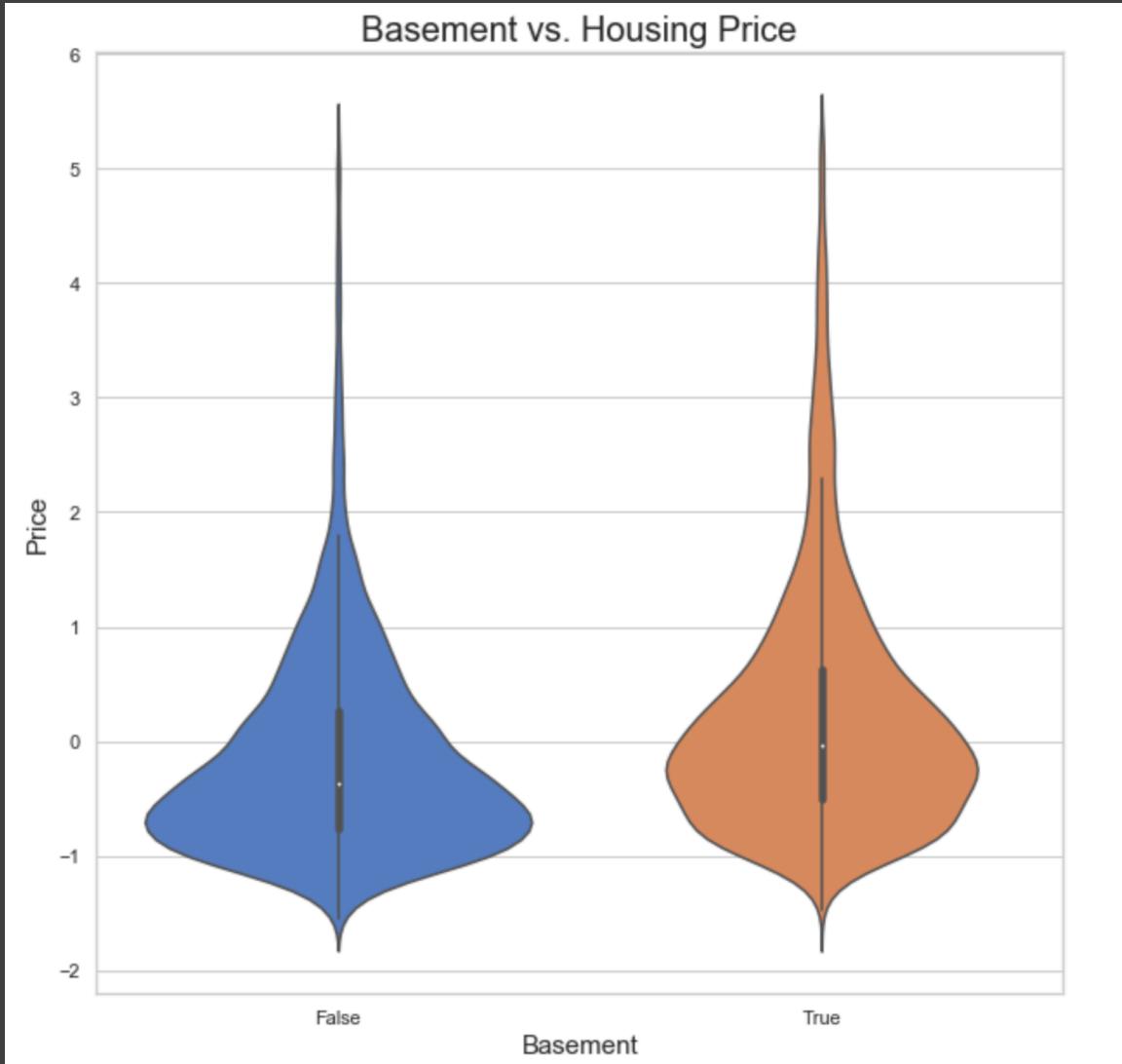


## **Recommendation 5:** *Basements are good*

**Add basements** to new developments

The more square footage the basement has, the higher the value.

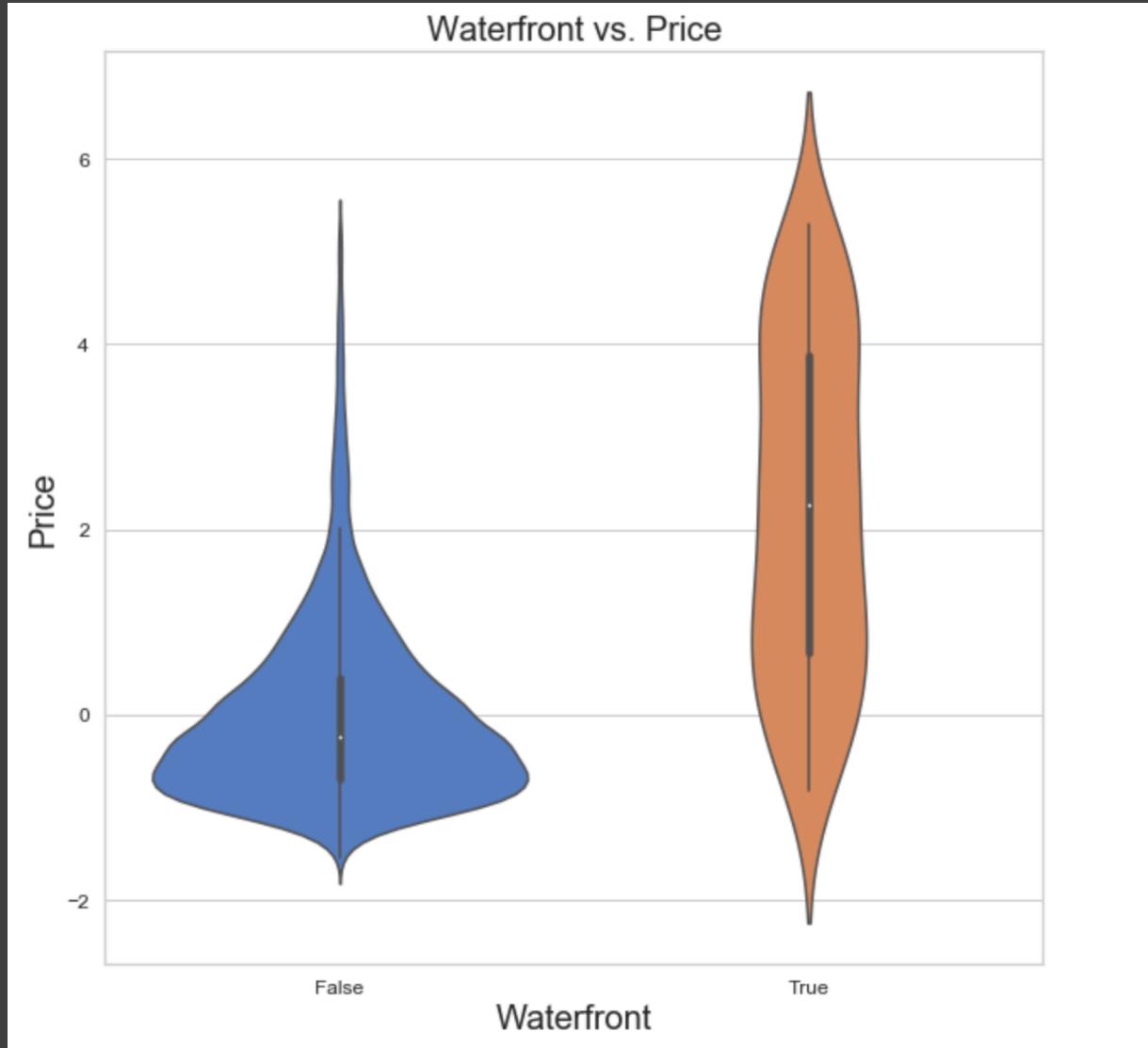
Current properties with basements have more potential compared to the same property without a basement.



## **Recommendation 6:** *Value the Waterfront*

When a property sits on the waterfront, its value is extremely higher than the same property without a waterfront view.<sup>64</sup>

Its average value is over 2x higher than properties without a waterfront view.



# Conclusions:

## Remember the Features:

- Increase View Count
- Make Modern Renovations  
(Increase Grade Value)
- Add to Square Footage
- Neighbors Determine Value
- Basements are good
- And so is the Waterfront

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## IF there was more data...

Would like to know features about **current owners** of each property:

- Average income
- Age,
- Children count
- If relatives live within the county

Would like to have data from more than **one time period**:

- Identify new trends
- 'Up & Coming' areas of King County
- Areas that are in decline



THANK YOU!

