Selling Power in King's County

What to do to sell your home and make the most profit.

Methodology

Used the Ordinary least squares (OLS) regression model which is:

- a statistical method of analysis that estimates the relationship between one or more independent variables and a dependent variable.

In this case the dependent variable was price.

The goal is to find what can be done to make the most money!

Discovery

The majority of houses that are being sold in Kings County show as low quality homes. This means that the grade given by the city is less than 5.
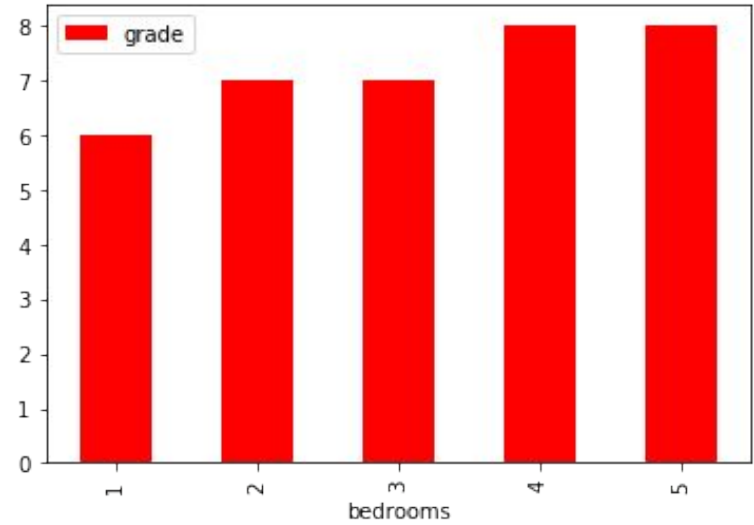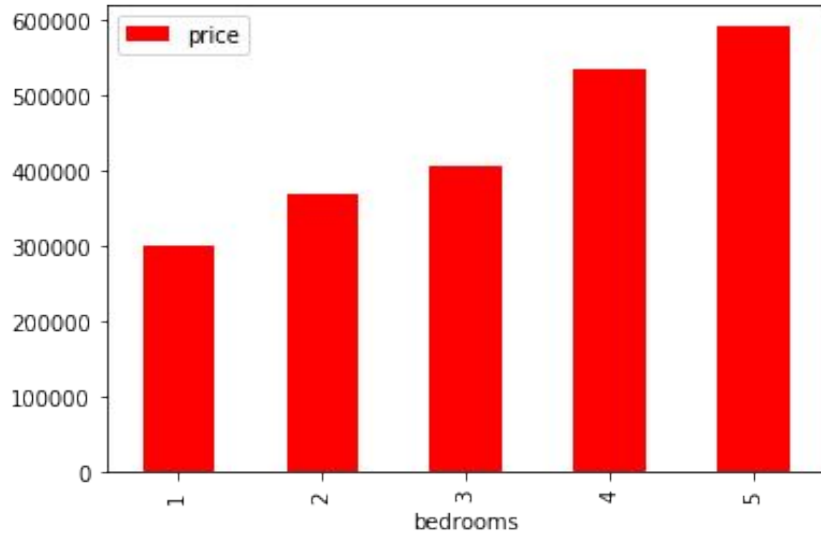

Price vs. Square-Feet Living

What does this all mean for you?

- LOW QUALITY homes that have a grade between 5 and 6 can be sold for prices between $250,000 and $400,000.

- BEST QUALITY homes that have a grade between 7 and 12 can be sold for prices between $400,000 to $1M.
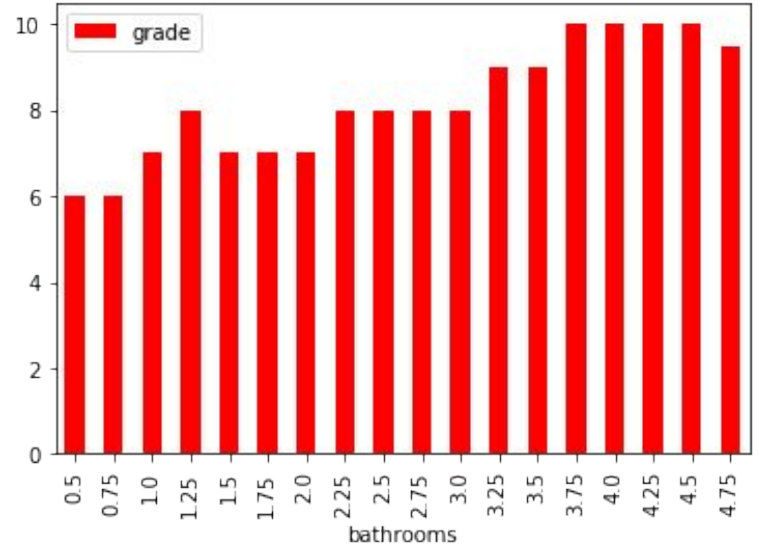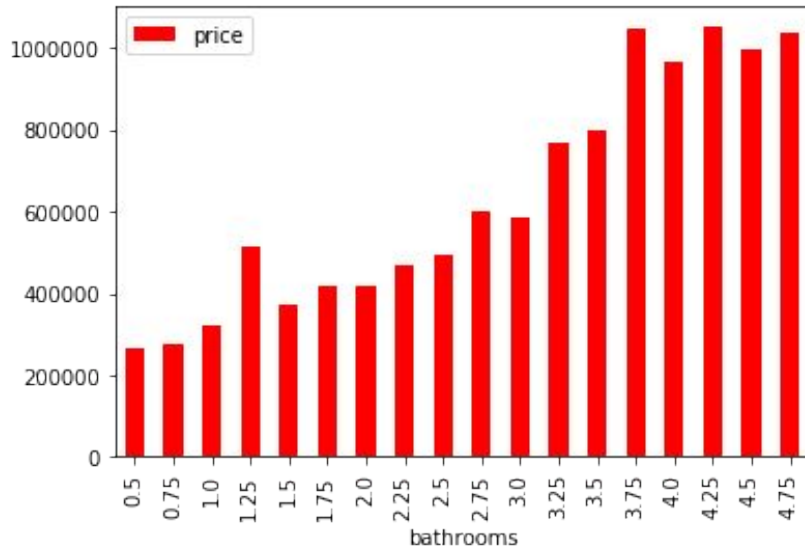
What makes a BEST QUALITY home?

Bedrooms: Price and Grade

Number of bedrooms needed: 3 or more
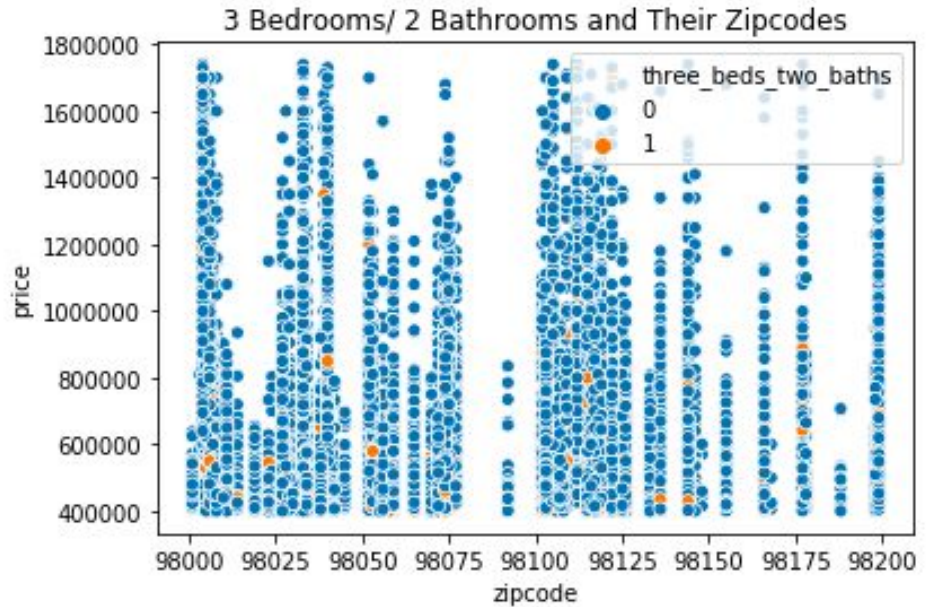
Bathrooms: Price and Grade

Number of bathrooms needed: 2 or more
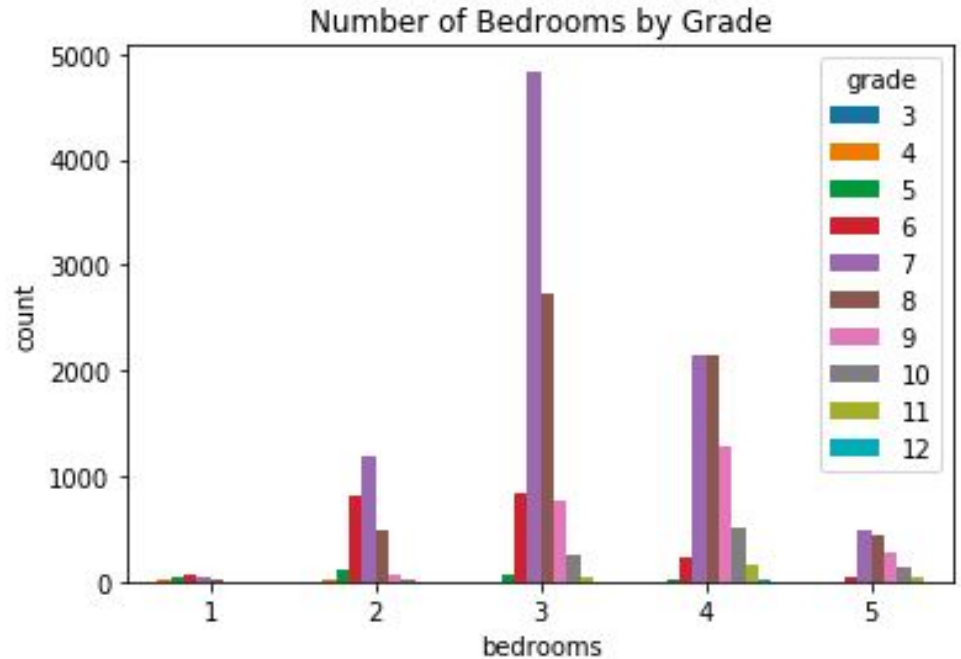
Recommendations

There's a market...

We've already seen that the houses could sell for a significant amount of money. But there only few houses that are 3 bedrooms/2 baths throughout the county in the price range we are targeting.

3 Bedrooms/ 2 Bathrooms and Their Zipcodes
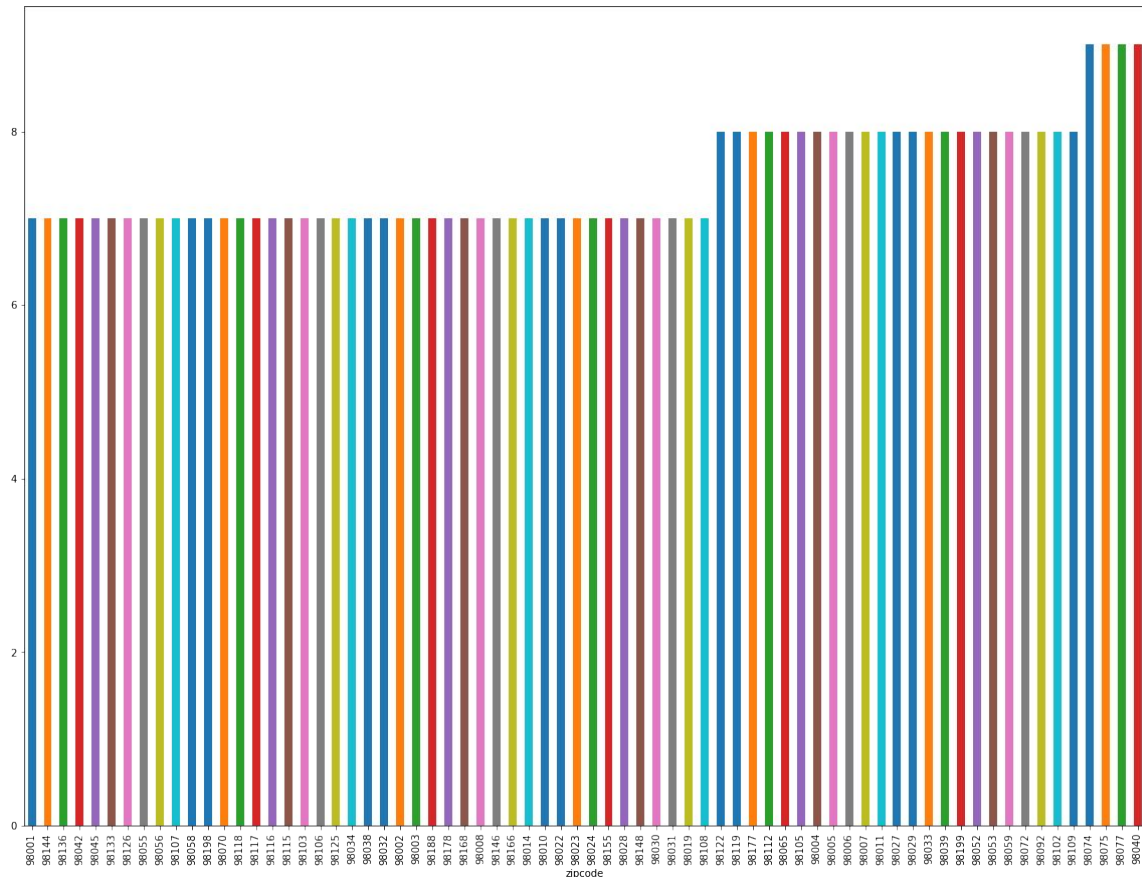
The focus is here...

There are more houses that have a grade of of 7 that are three bedrooms above anything else... but they need to be sold in certain locations to make a profit that is worth your while!

Where to sell?

The zipcodes with the best quality houses fall into - grade 8:

- 98122
- 98119
- 98177
- 98112
- 98065
- 98105
- 98004
- 98005
- 98006

- 98007
- 98011
- 98027
- 98029
- 98033
- 98039
- 98199
- 98052
- 98053

- 98059
- 98072
- 98092
- 98102
- 98109

Goals:

- Sell homes starting at $400,000
- Sell homes that have 3 bedrooms and 2 bathrooms
- Sell homes at a grade of 7 or above

What more can be done?

With more resources and data we can focus on certain type of buyers, such as:

- Parents
- Entrepreneurs
- Developers

By gathering data on:

- School ratings and their surroundings
- Business opportunities
- Crime rates

Thank you for your time.