



King County Market Analysis

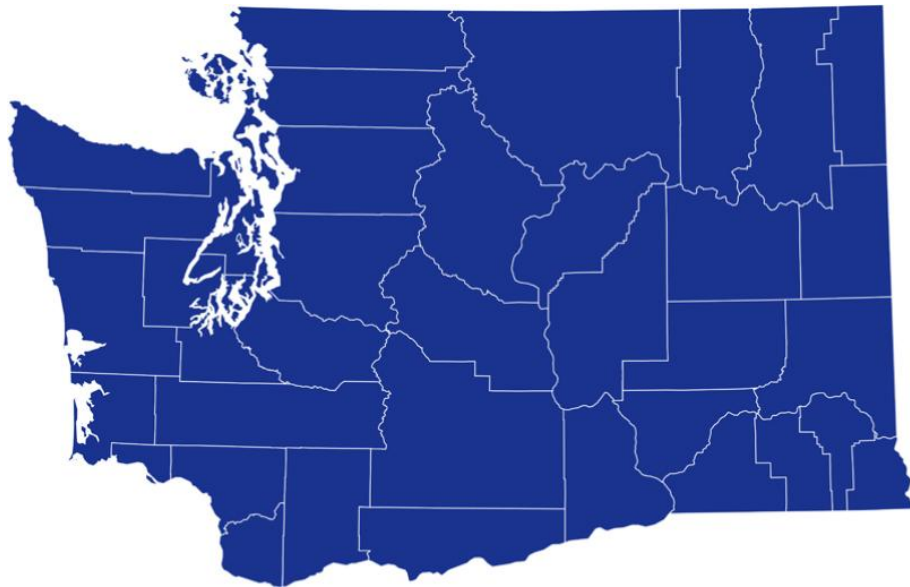
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Why I'm Here



What types of Renovations Should You Pursue?

Where Should You Focus Your Marketing Efforts?



Marketing Goals

Show what services you can provide that add value to homes.

Identify where in King County should you focus your marketing efforts to get the greatest return.

Questions to Answer:

1. What features have the biggest effect on home price?
2. Are you able to improve these features, or are they out of your control?
3. Are there any project types that aren't worth pursuing?
4. Where to focus your marketing.



The Data I Was Given

King County Housing

Home Prices

Key Features: Size, # of Bedrooms & Bathrooms. Size of Basement.

Location: Zip Code. On the Waterfront?

Building Quality and Current Condition

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What I Did With That Data

Cleaned and Fixed Holes.

Evaluated each data point against
Home Price.

Identified Features to Investigate
Further.

Developed a Model (more info soon)

Answered Questions

Made Recommendations



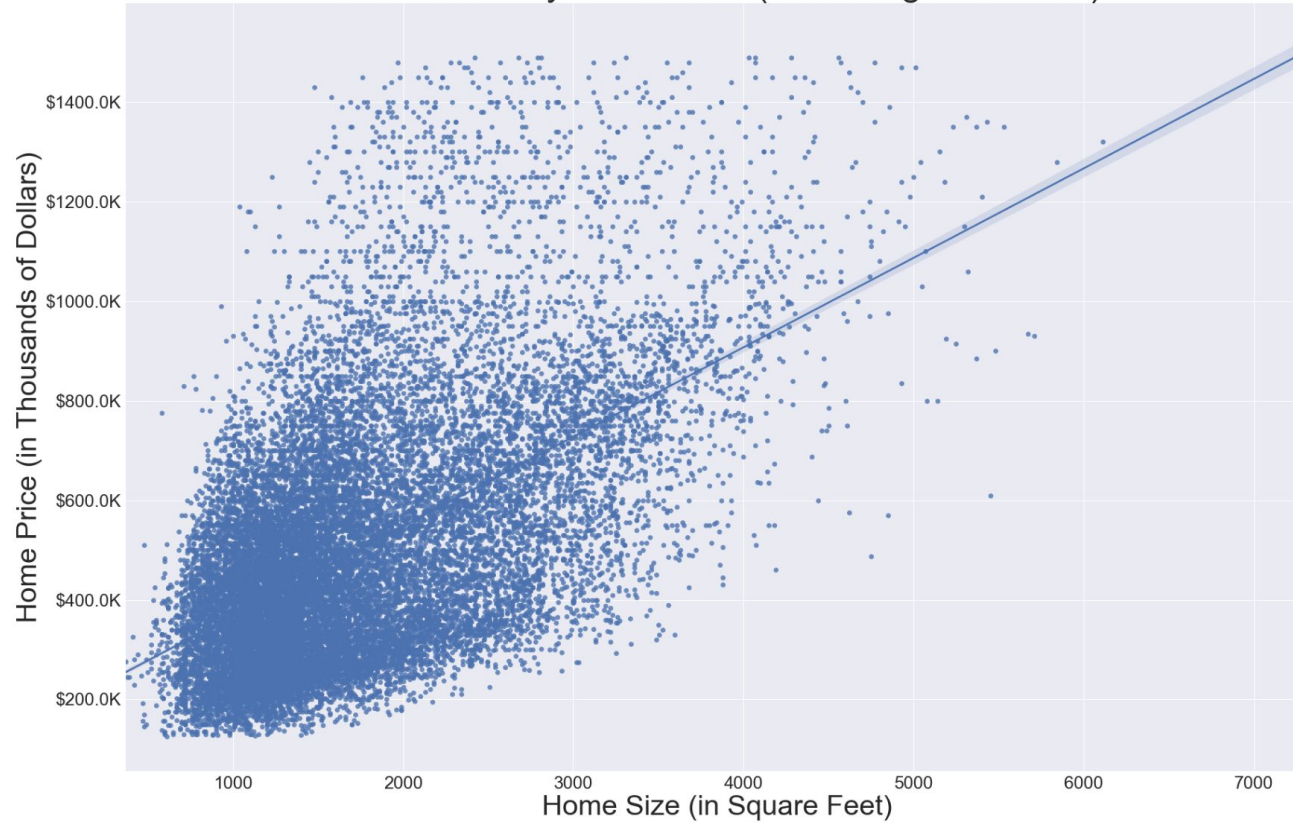
What's a Model?

What is a Statistical Model?

Uses Statistics to analyze trends within the data to give insights that we wouldn't have otherwise gotten.

For Example:

Home Price by Home Size (Excluding Basement)



What Did I Learn?

Most Impactful Features

1. Size of House
2. Building Grade
3. Location (Zip Code)
4. Size of Basement
5. Waterfront Location
6. Size of Lot
7. Number of Bathrooms

Marketing
Focus

Location,
Location,
Location

Zip	Effect on Price
98004	0.24
98103	0.24
98115	0.23
98117	0.22
98112	0.21
98033	0.21
98040	0.20
98199	0.20

Recommendation #1

Focus on Home Additions: Increase Square Footage!

By FAR the most the most significant factor is house size.

Recommendation #1

HOWEVER!

Avoid Unnecessary Bedrooms and/or adding additional Floors as they have a **NEGATIVE** correlation on Home Price.

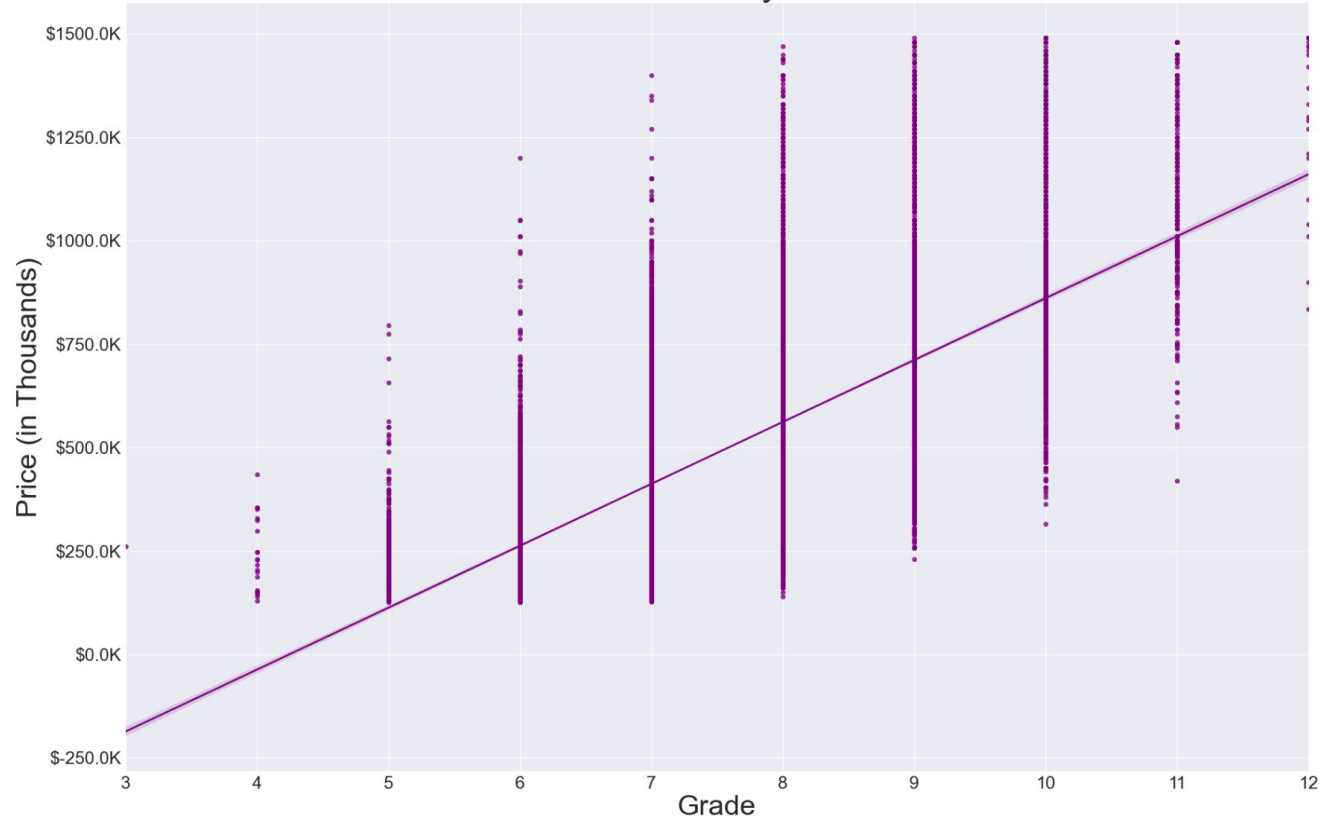
Recommendation #2

Pursue the HIGHEST level of quality in terms of both materials and workmanship.

If the renovations can cause the house to increase in grade, it will improve the value of the house.

The more unique and custom the features of the addition are, the more that it will add value to the home.

Home Price by Grade



Recommendation #3

Strategically Market to the Locations with the highest effect on Home Price

Marketing
Focus

Location,
Location,
Location

Zip	Effect on Price
98004	0.24
98103	0.24
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98117	0.22
98112	0.21
98033	0.21
98040	0.20
98199	0.20

Summary

**Focus on Home Additions:
Increase Square Footage!**

**Advocate for the HIGHEST level of
quality in materials and
craftsmanship.**

**Strategically Market to the
Locations with the highest effect
on Home Price.**

Thanks for listening!

Any Questions?