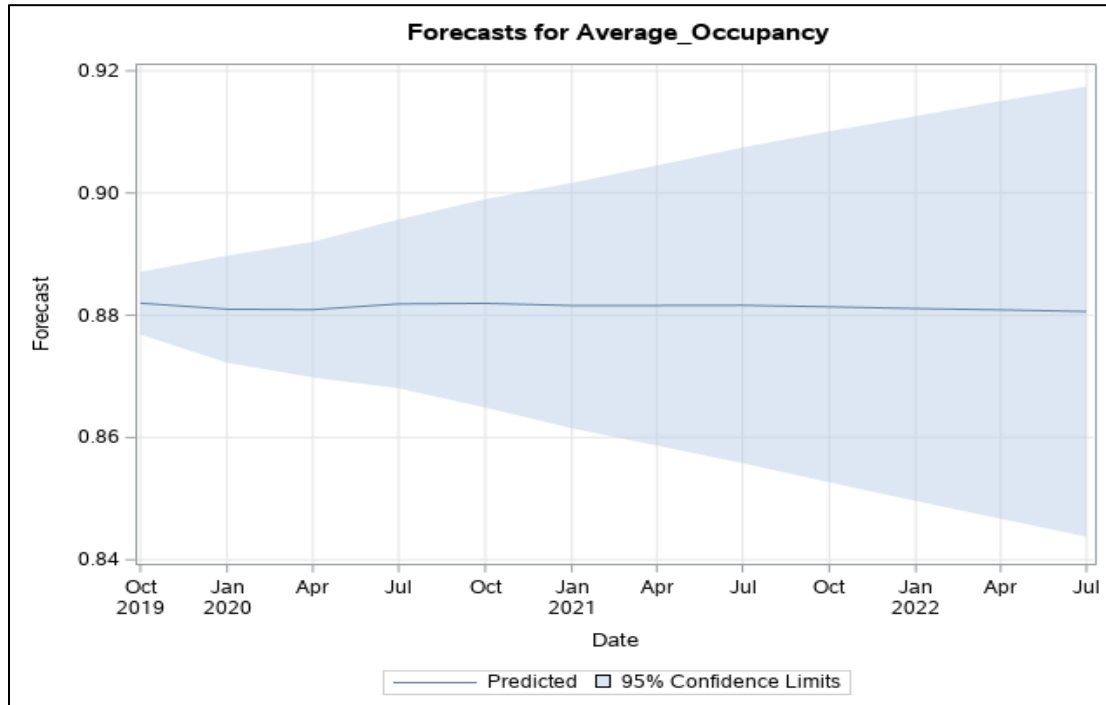


# Kristine Plunkett

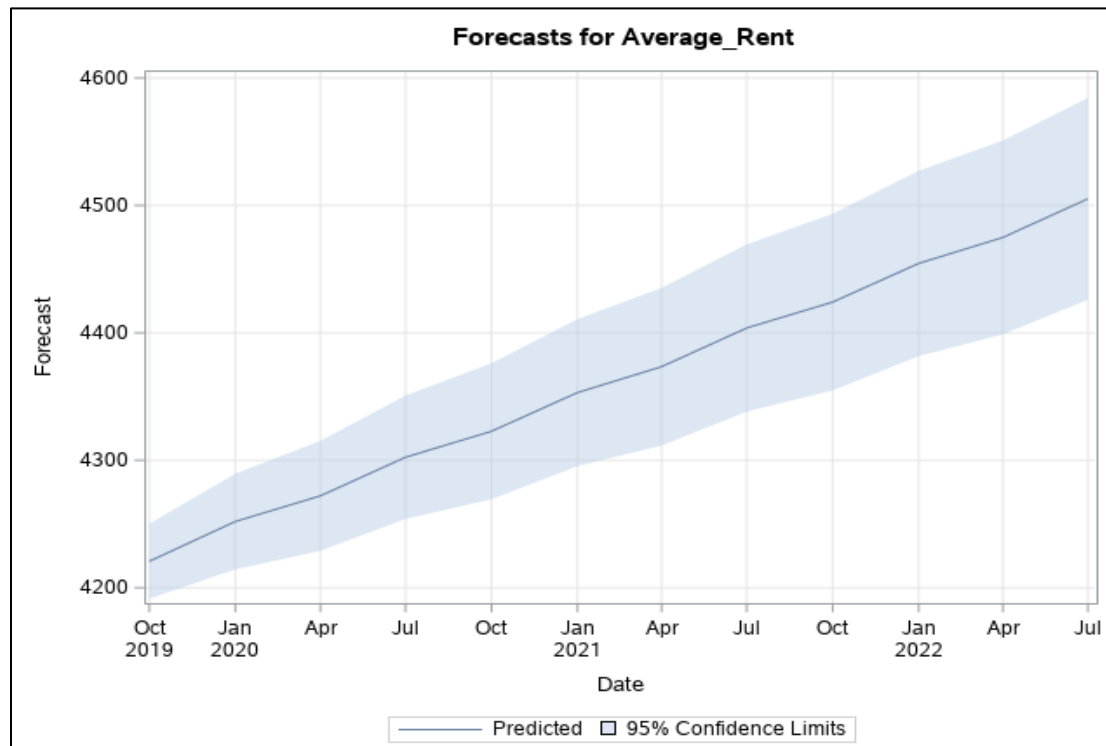
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## Healthpeak Properties Data Analyst – TEST 1

### National Benchmark - Occupancy Forecast



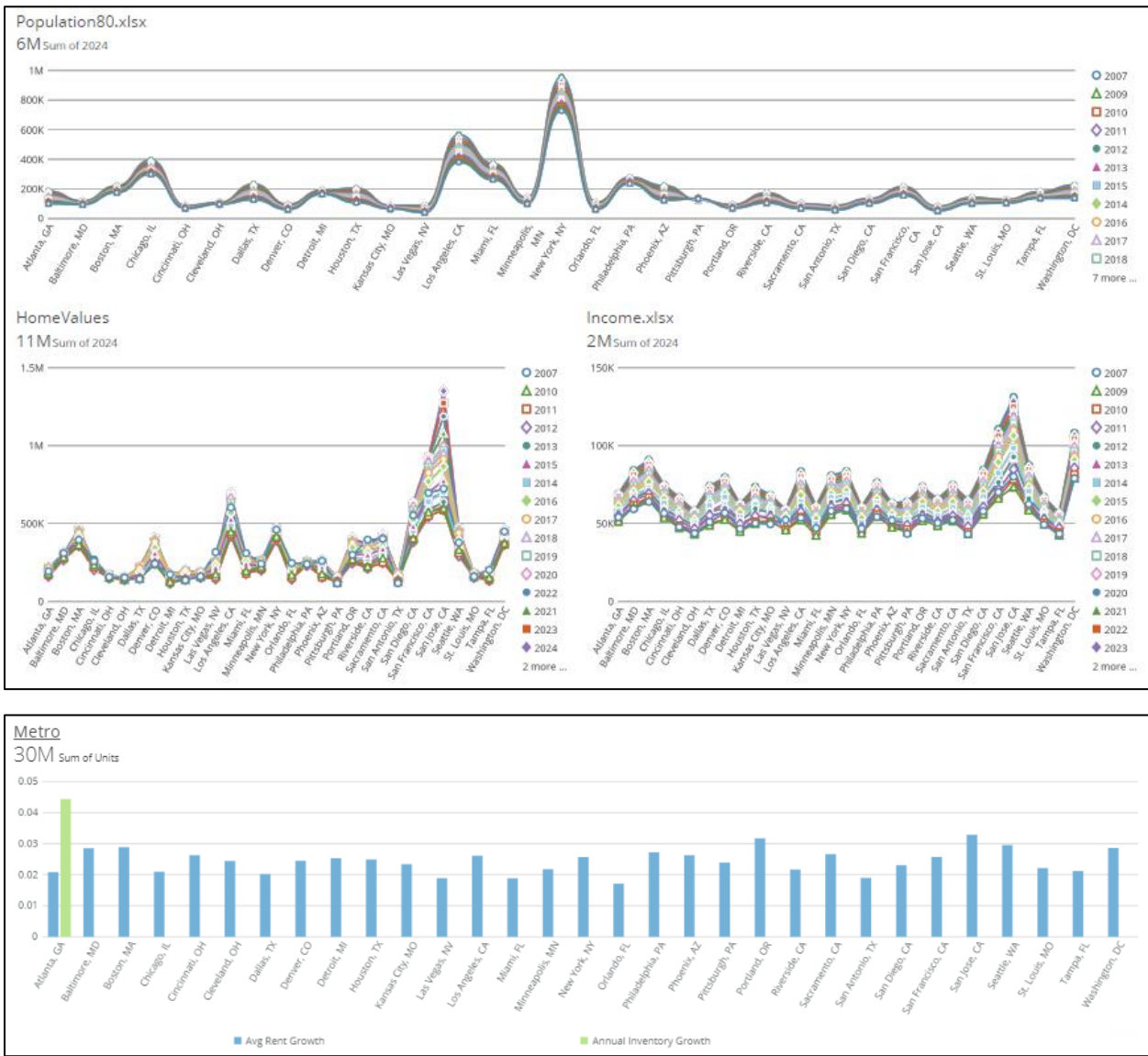
### National Benchmark – Rent Rate Forecast



## National Data Trends & Insights

The national data would indicate a steady increase in average rent rates through July 2022, while maintaining the average occupancy relatively the same for the forecasted performance period. Nationally, by July 2022, the data illustrates an average national rental rate of roughly \$4,500 per month. In addition, Occupancy has a strong correlation to Rolling\_4\_QTR\_Units\_Started.

## Metropolitan – Forecasting Performance



## Metropolitan & Demographic Data Insights

The metropolitan and demographic data illustrates that the highest demand will come from the Bay area in California (San Francisco and San Jose) where the greatest home value and income has been forecasted through 2024. The metro data highlights that inventory growth is only taking place in Atlanta, GA. It may prove beneficial to halt construction efforts in Atlanta, increasing construction or purchases in the Bay area. This hinges on the willingness of the aging population to relocate seeing as that demographic is living predominantly in New York, Los Angeles, and Chicago.

Improvements and Additional Data Points

It would prove useful to obtain this same data on a younger demographic of the population, for example individuals that are in the range of the 80 and over populations children. This may prove an important factor as they may very well choose to have their parents nearby. There is also a high likelihood that these individuals would assist with funding/supplementing the retirement living of their parents.

Structuring the demographic data slightly differently would prove useful in order to obtain more powerful forecasting models. Quarterly date data is excellent for these endeavors.

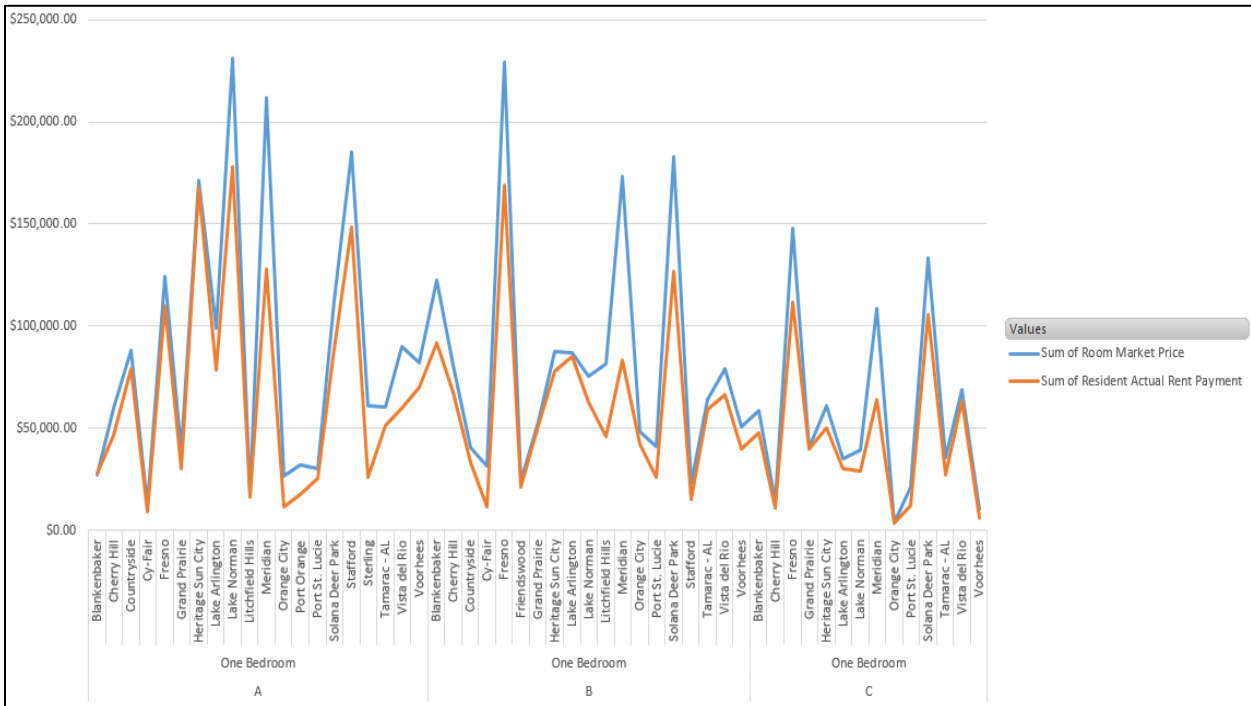
Healthpeak Properties Data Analyst – TEST 2

Weird Data

Vacancies are populating as Room Discount, could lead to inaccurate discount analysis per community. It may prove useful to keep fields clean by sticking with case sensitivity.

Market Rate Evaluation

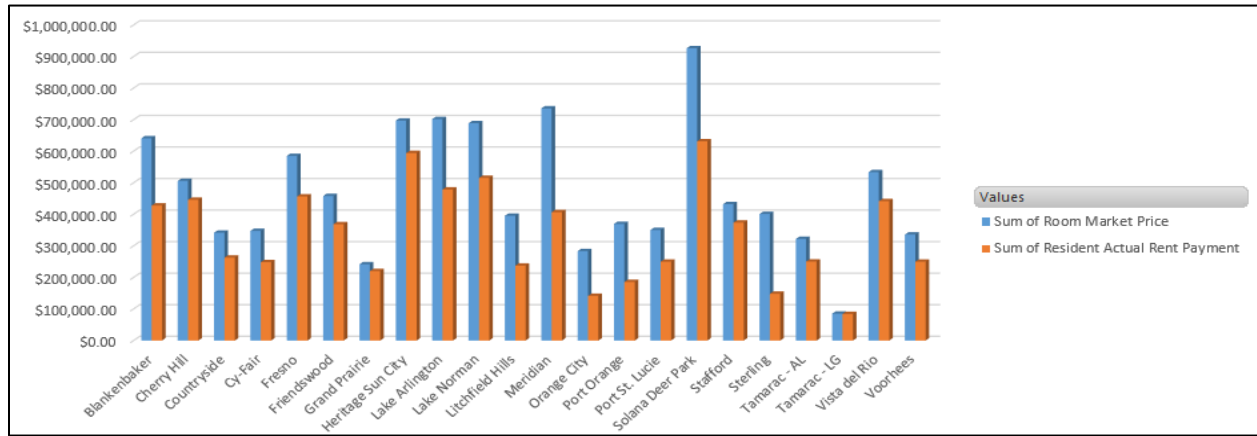
There are examples of rent prices being over and under market value based on room type and grade. The below visualization displays the breakdown of this criteria within the communities. Most notable would be the under valuing of rent for Meridian one bedrooms in B condition, and the Blankenbaker one bedrooms in B condition.



## Community Discount Evaluation

The following communities would benefit from looking into an Increase in rental rates in order to bring them closer to market value. Solano Park and Meridian are of the highest urgency in this category.

### Under Market Value



## Additional Insights

No additional insights at this time. Thank you.