
PROJECT I – PRESENTATION KING COUNTY HOUSE PRICES

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METHODOLOGY



FACTORS
CONSIDERED



DETERMINE
RELEVANCE



RESULTS



RECOMMENDATIONS

FACTORS CONSIDERED

RELEVANT FACTORS IN DARKER PRINT

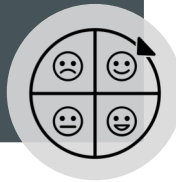
- Square Footage
- # of Bedrooms / Bathrooms / Floors
- Lot Size

Size



- Age of Home
- Condition Rating / KC Grade*
- Renovations

Condition



- Zip Code
- Coordinates*
- Waterfront View

Location



- Sale Date
- Inflationary Pressure
- Seasonality

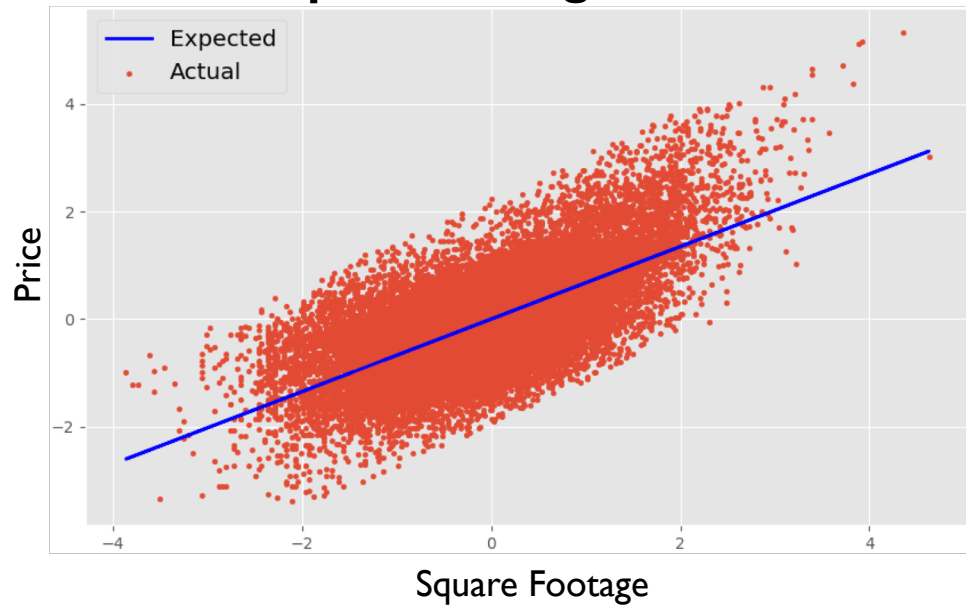
Market Trends



RESULTS

HOUSE & LOT SIZE

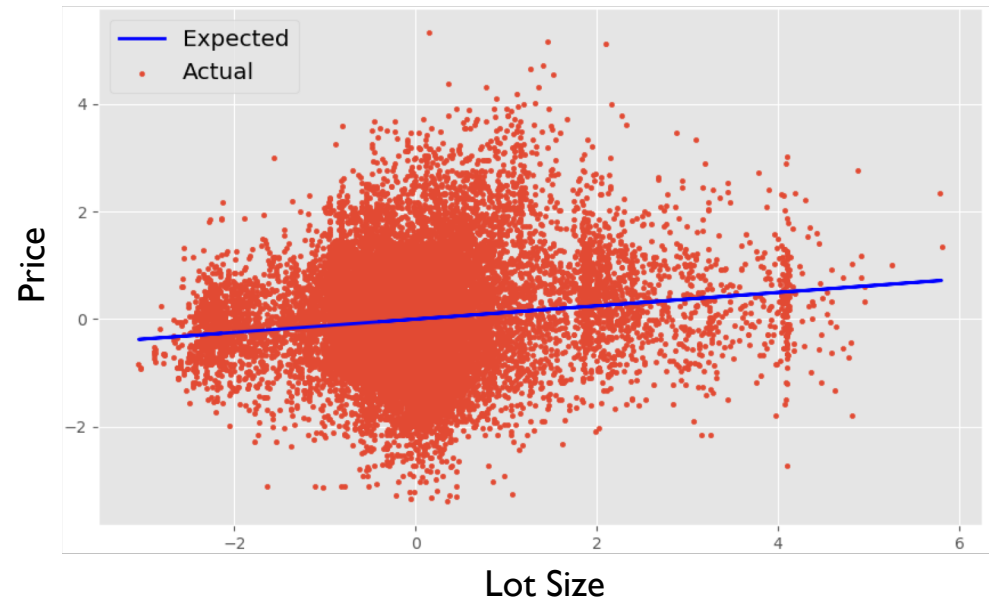
Square Footage vs Price



As house size increases, so does the price

- BIGGER IS BETTER!
- House size has larger impact on price than lot size

Lot Size vs Price



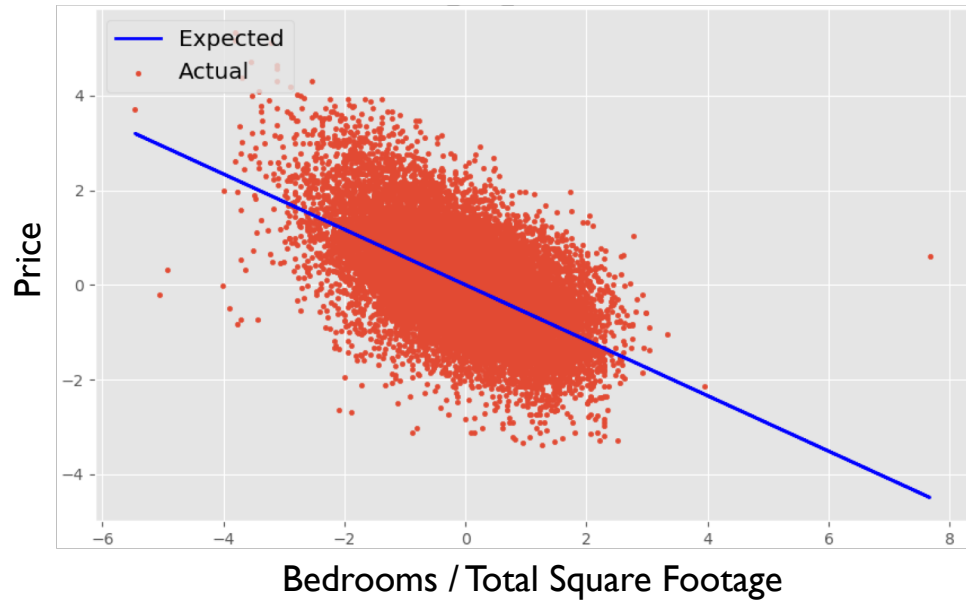
As lot size increases, so does the price

- Buyers want more space
- Impact on price not as strong as house size

RESULTS

HOUSE & LOT SIZE

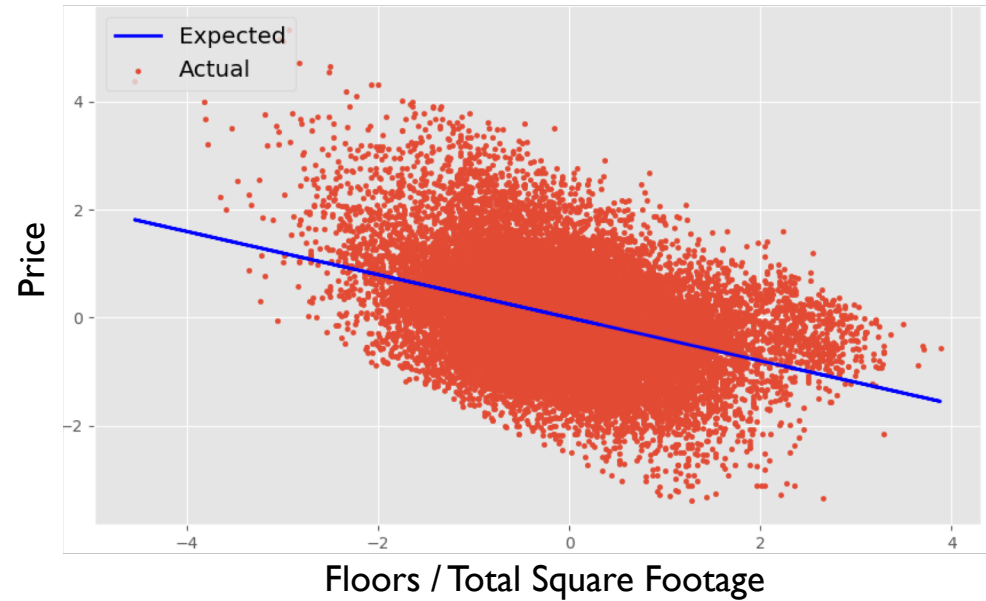
Impact of Bedrooms on Price



Be careful about adding bedrooms

- Could actually diminish returns
- Like the lot, buyers like more space

Impact of Floors on Price



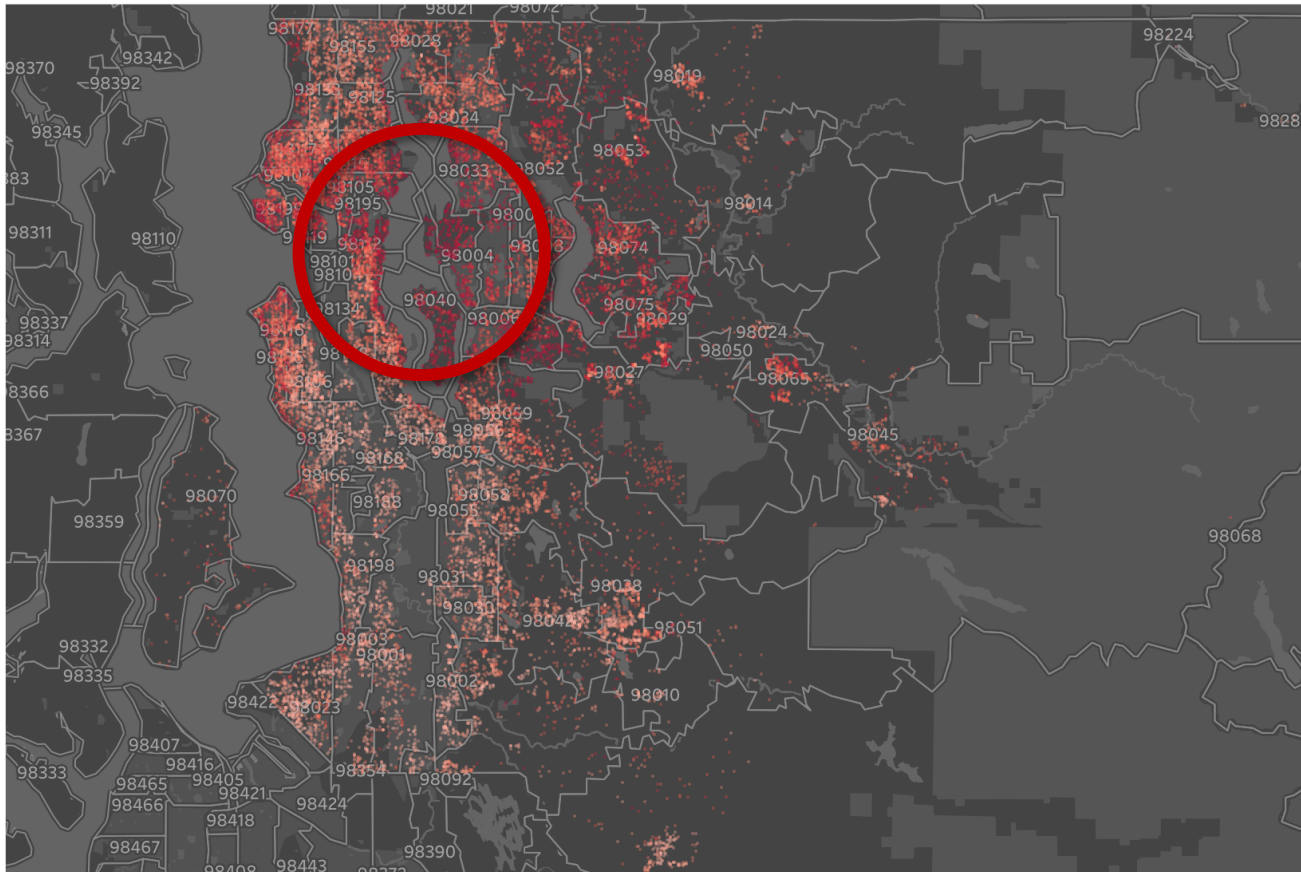
Be careful about adding floors

- Buyers want more lot space and house space...
- ...but they don't like climbing stairs

RESULTS

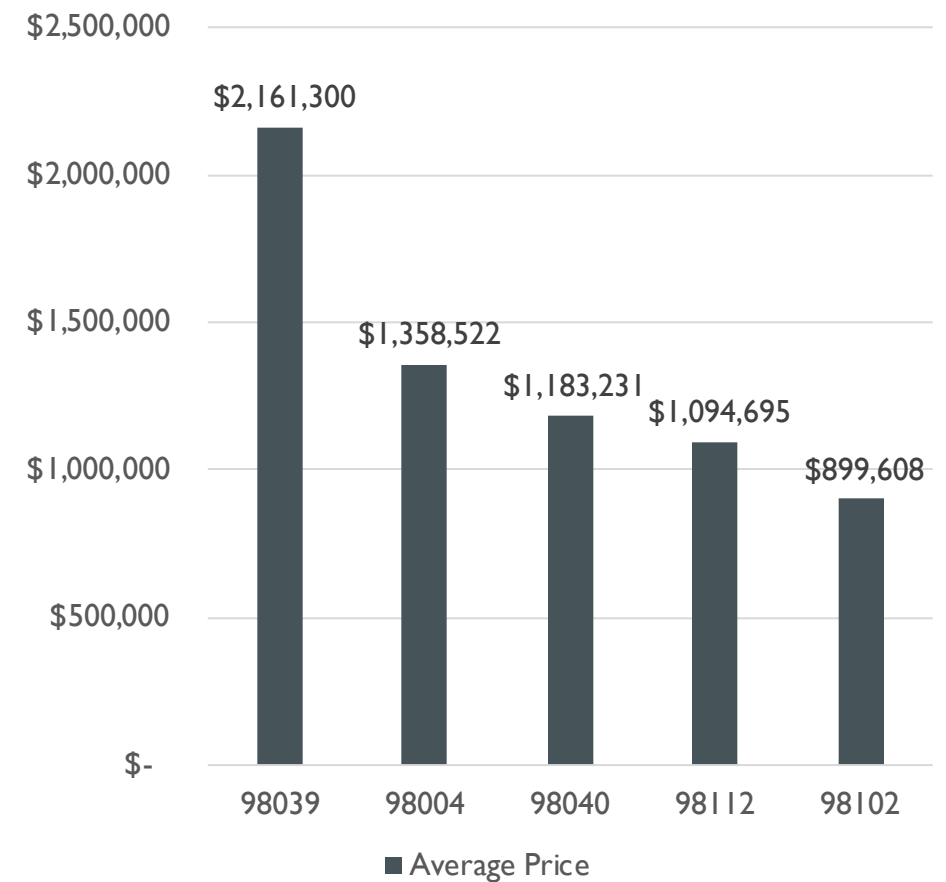
LOCATION

Home Prices by Coordinates



Map of homes sold in 2014-2015. Darker red colors represent higher selling price.

Top 5 Zip Codes by Average Price



RECOMMENDATIONS



- New Home Construction
 - Build in north-western section of county, if possible
 - Select large plots
 - More space, not more rooms
- Remodeling Homes
 - Expand half floors to full floors where possible
 - Add space; don't simply update
 - Do not add bedrooms (unless 10% or less of added space)