

MARKET INSIGHTS

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Introduction & Analysis Overview

Client Context

- William Rodriguez is looking to buy two properties:
 - a country house focused on value and timing
 - a centrally located city house, which he would like to buy fast

Data Overview

- **Time span:** Housing sales from 2014–2015
- **Location:** King County area (urban and rural regions)
- **Dataset size:** ~22,000 property transactions

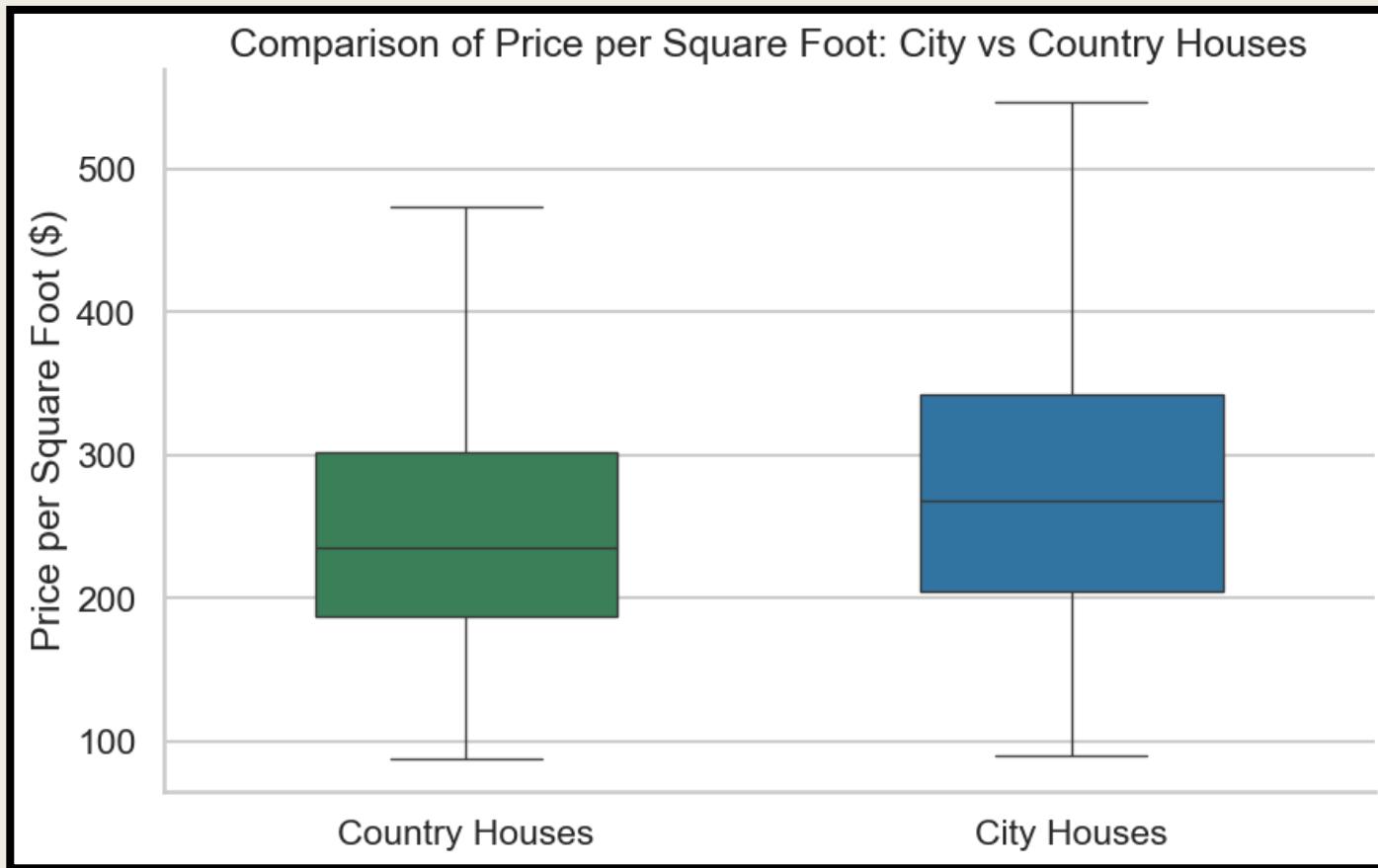
Main Hypotheses

1. City houses in central locations tend to have higher price efficiency.
2. Renovation has a smaller impact on price efficiency in rural markets.
3. Higher price efficiency clusters geographically in central urban areas.

Central locations show higher demand based on geographic price patterns.

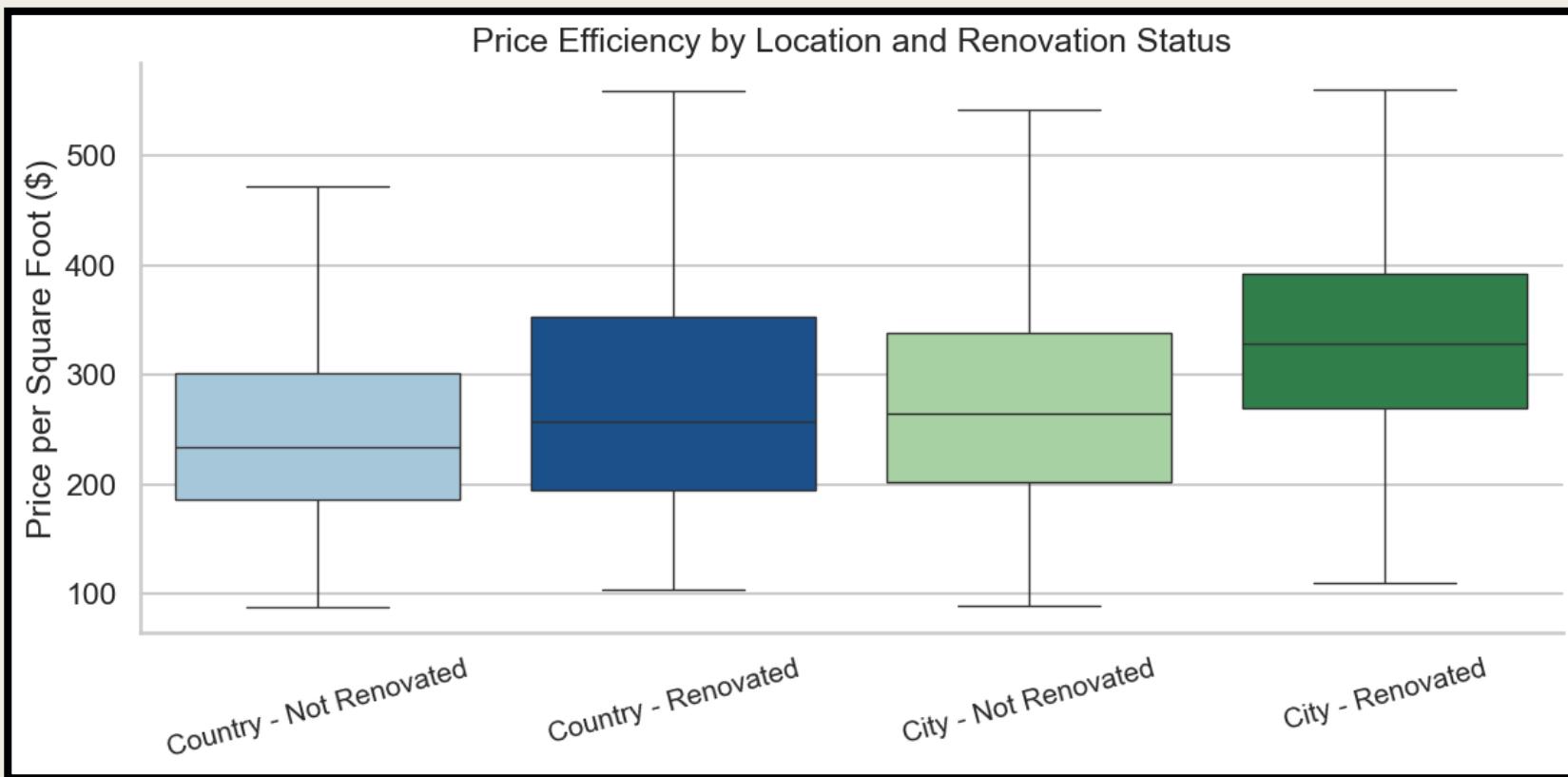


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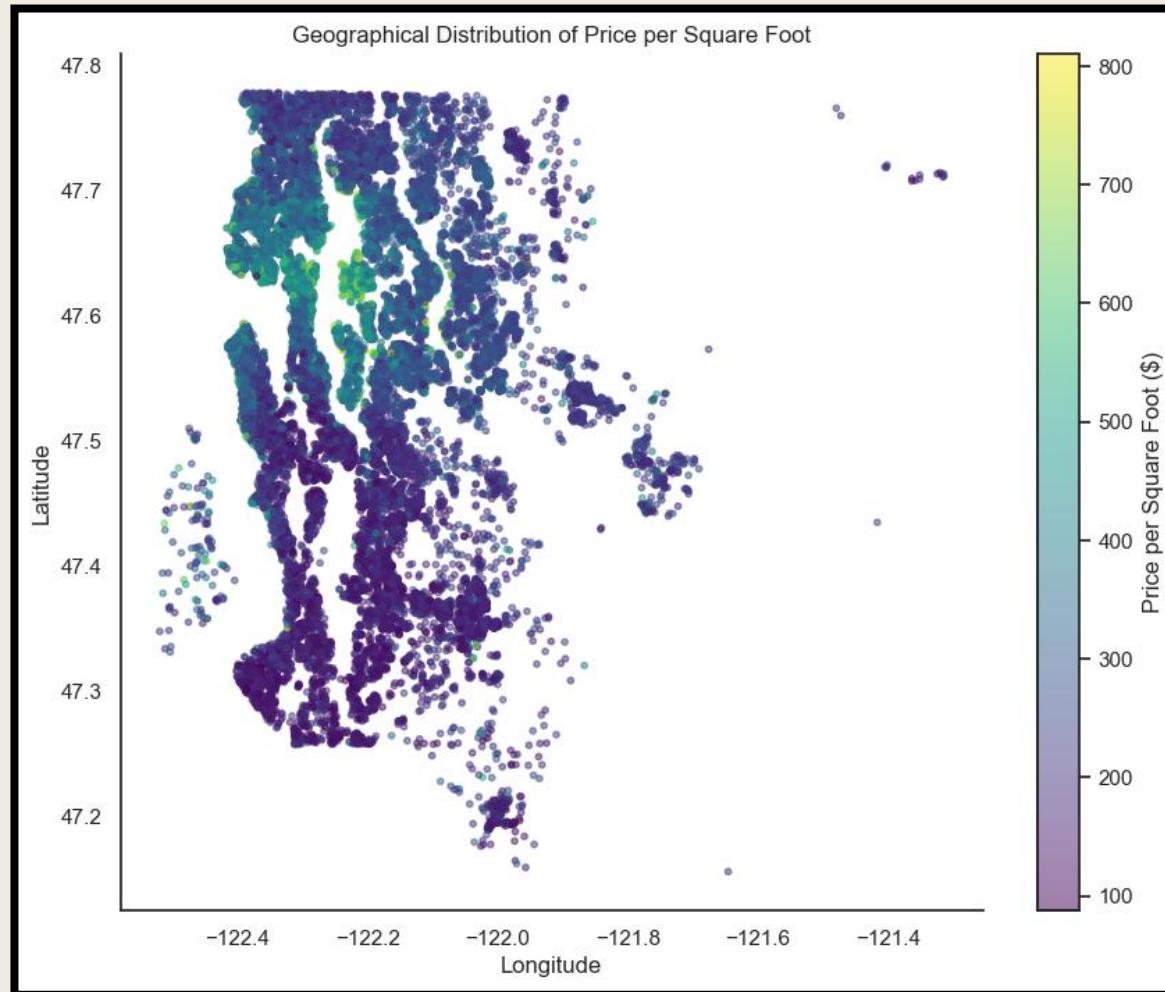


City houses in central locations show higher price efficiency

Renovation has a smaller impact in rural markets



Price efficiency clusters in central geographic areas



Central areas show stronger demand compared to rural regions

Final Recommendations

- Central city property -> higher price efficiency
- Smaller urban homes -> achieve markets
- Non-renovated country homes -> still good value