IMAGINARY

DEVELOPERS INC.
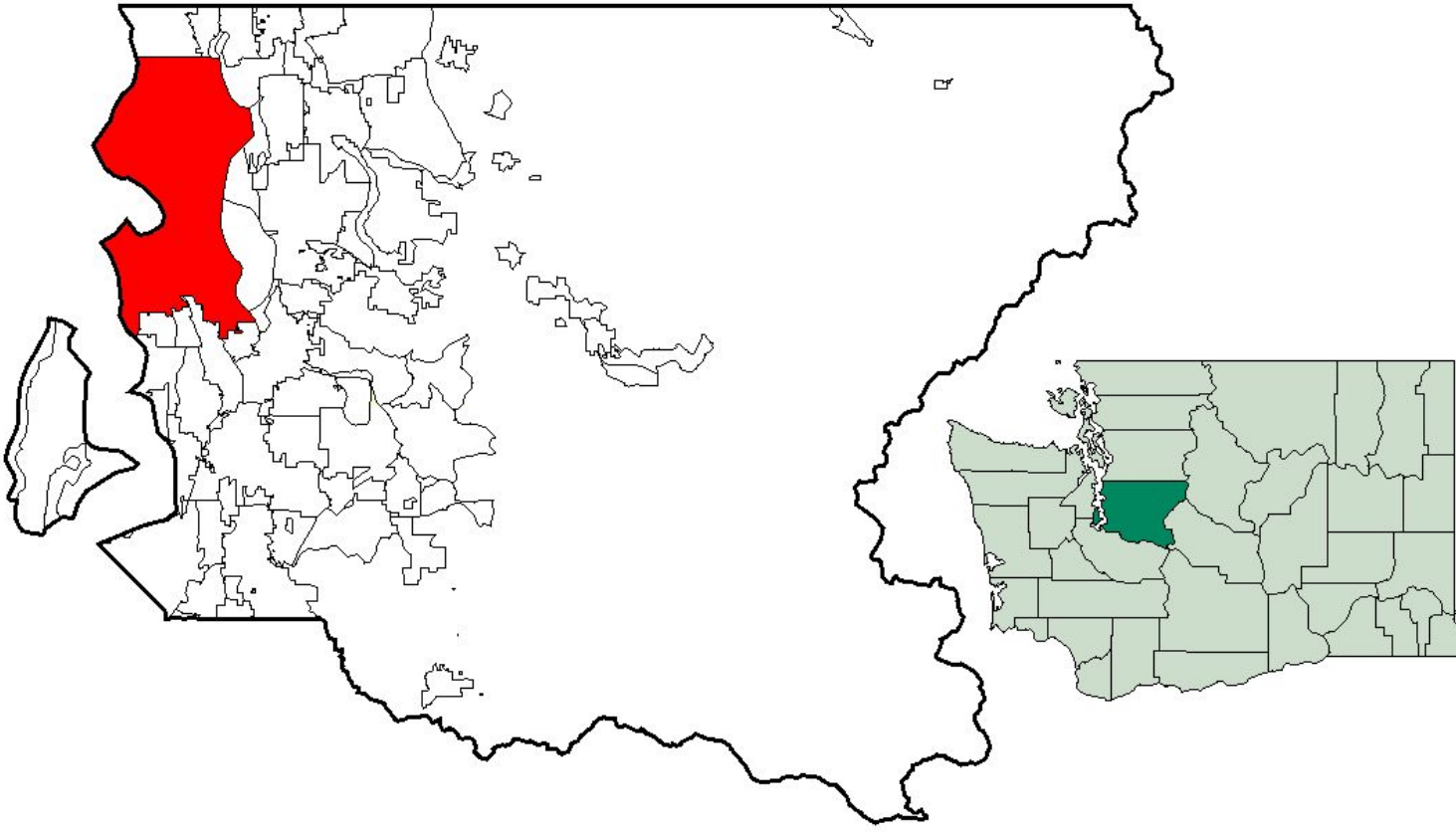
KING COUNTY, WA

Evan Serrano
Qilun Chen

KING COUNTY WA

MARKET RESEARCH

What data features related to home pricing should be the focus of developers/builders/investors?

KING COUNTY WA

GROWTH

12TH MOST POPULOUS COUNTY IN US

LOW INVENTORY

RECORD-LOW HOUSING INVENTORY

TECH MONEY

HOME TO BOTH AMAZON AND
MICROSOFT

2014-2015

DATA SET OF HOME SALES

BUILDING COSTS

ELEVATED DUE TO SUPPLY CHAIN
DISRUPTIONS

ROI

ZILLOW PREDICTS 23.9% INCREASE
OVER NEXT 12 MONTHS

TARGET MARKET

WHAT FACTORS ARE DRIVING PRICE?

WHAT TOOLS CAN WE USE TO EVALUATE?

WHAT FEATURES ARE RELATED TO EACH OTHER?

WHAT FEATURES CAN PREDICT PRICE?

THE LOCATION

- Most volatile factor

- Model accuracy greatly improved when zipcode feature added
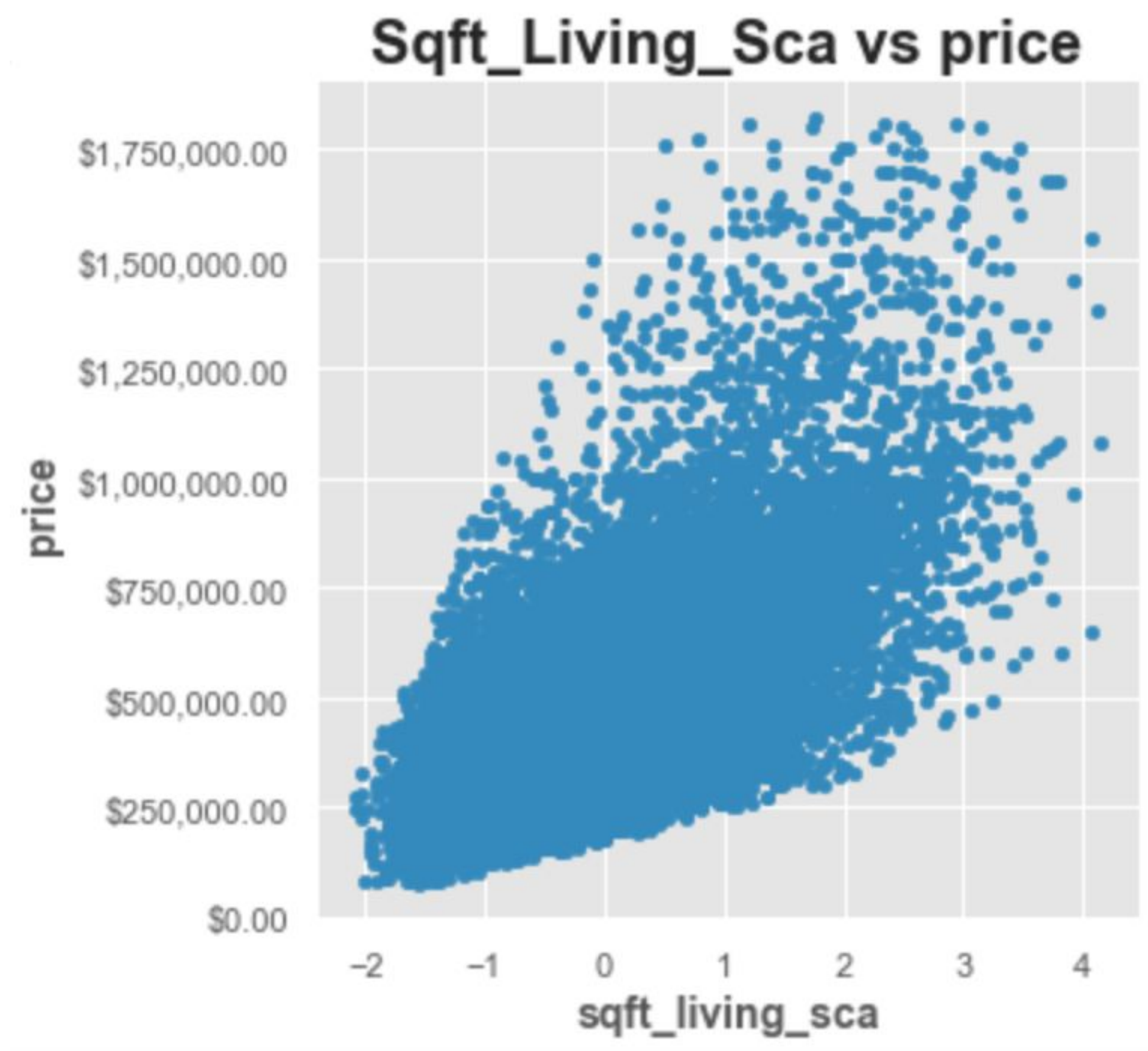
- Great house ≠ Great sale price

THE SPACE

- Interior square footage

- $$$

- Most correlated feature

Sqft_Living_Sca vs price

THE GRADE

- Materials & Workmanship

- Better quality (higher grade) = Higher price

(https://info.kingcounty.gov/assessor/esales/Glossary.aspx?type=r#g)

THE GRADE

THE RECOMMENDATIONS

- Zipcode
- Living square footage
- High quality construction and materials

AREAS OF INTEREST

- **Bathrooms > Bedrooms. Why?**
- **Unexpected that lot size is not a strong driver of price**
- **Would like to combine analysis with crime, education data for analysis**
- **Environment today dramatically different than 2014-2015. Data trends may no longer hold**

THANK YOU