

# Rent Rank: Single-Family Rentals

Cerberus Capital Management

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<https://github.com/nmorales5/Rent-Rank-SFR-Cerberus>



# Who & What

- Helping SFR investment analysts
- Need: Identify best rental markets
- Too many cities to compare
- Data is scattered and messy
- Manual research is inefficient

# How I Solve It

- Collect Zillow and Craigslist data
- Store in AWS RDS database
- Use SQL for yield analysis
- Visualize with Looker Studio
- Rank markets by rental return

# Job Description

- Company: Cerberus Capital Mgmt
- Role: Analyst, Data Science – RMBS
- Focus: Housing & mortgage analytics
- Tools: SQL, Python, dashboards
- Goal: Data-driven investment insights

## Responsibilities:

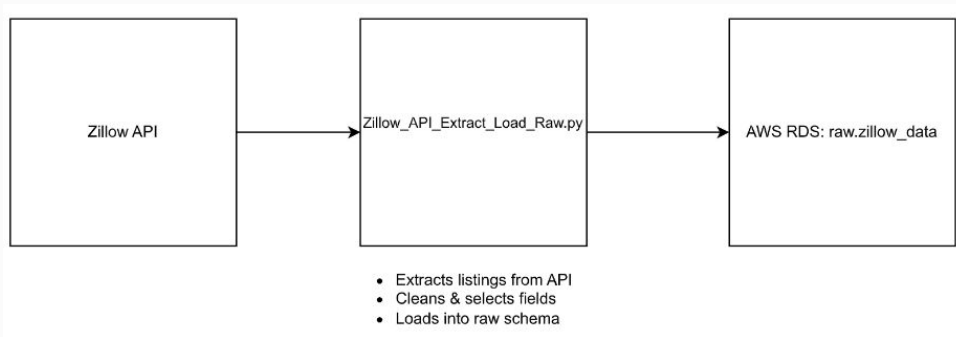
- **Data Analysis Expertise:** Analyze structured and unstructured data related to residential real estate and property management operations to uncover and display insights that inform investment decisions.
- **Strategic Problem Translation:** Skillfully translate business scenarios and investment ideas into succinct data problems. Seamlessly align business objectives with appropriate cost functions, demonstrating an acute understanding of available data nuances.

## Qualifications:

- 0-2 years of work experience or planning to graduate in May 2025 with a degree in Engineering, Computer Science, Information Systems, Data Science, Mathematics, or related fields
- Experience with Python required; familiarity with SQL preferred
- Demonstrated ability to manipulate and summarize large datasets

# API Data Source

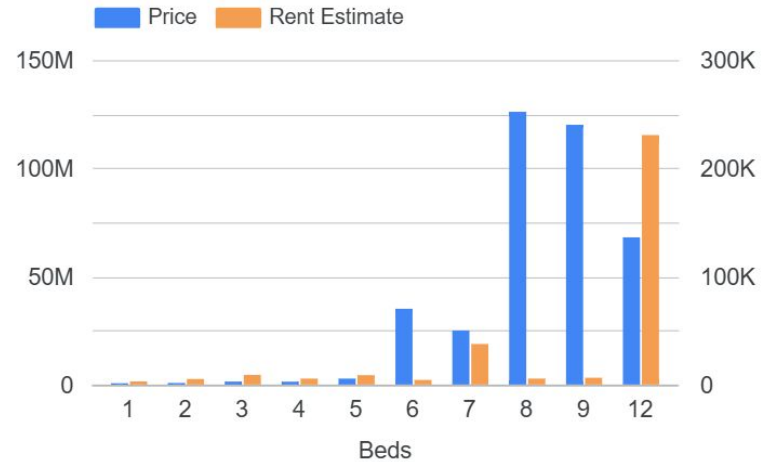
- Source: Zillow API via RapidAPI
- Data: Price, rent, beds, sqft
- Relevance: Yield + value analysis
- Matches job: Housing insights



# Larger Homes = Lower Efficiency

- Business Question: How do home prices and rent estimates compare across bedroom sizes?
- Recommendation: Focus investments on 3–4 bed homes where rent growth aligns with price.
- Prediction: Capital efficiency will drop significantly for homes with 6+ bedrooms.

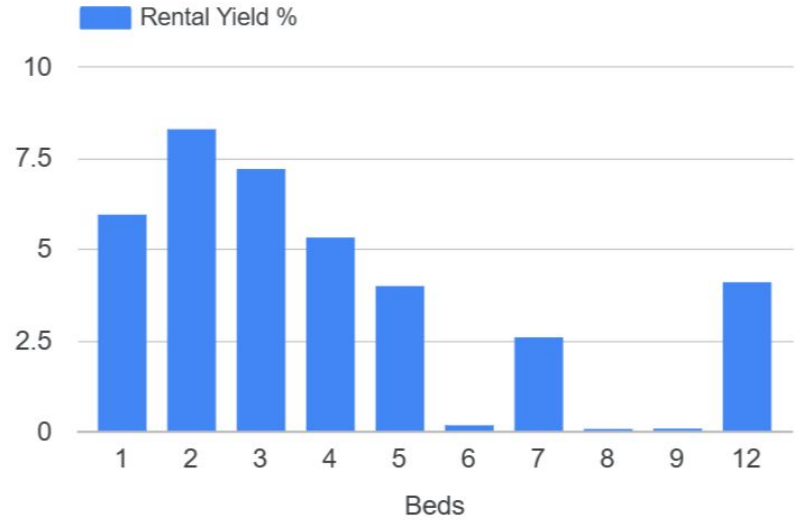
Avg Price vs. Rent Estimate by Bedroom Count



## 2-3 Beds Maximize Yields

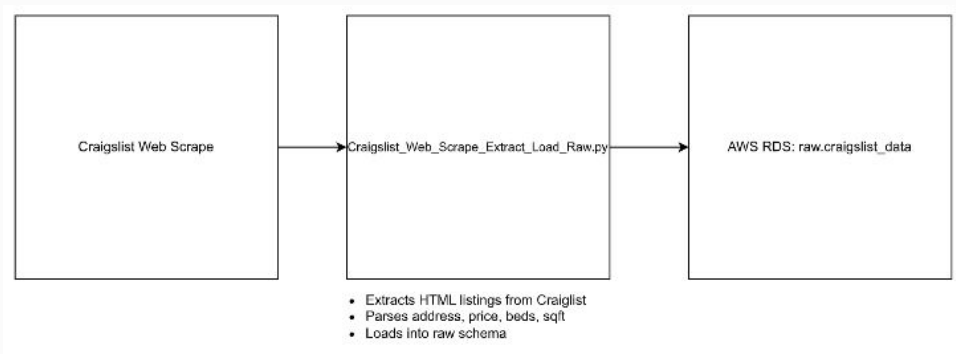
- Business Question: Which bedroom sizes offer the highest rental yield?
- Recommendation: Prioritize 2-3 bed properties to optimize return on investment.
- Prediction: These mid-size homes will continue outperforming as yield becomes investor focus.

Avg Rental Yield by Bedroom Count



# Web-Scraped Data Source

- Source: Craigslist Los Angeles Housing
- Data: Rent, beds, sqft, address
- Relevance: Tracks real rental pricing
- Reflects market affordability trends

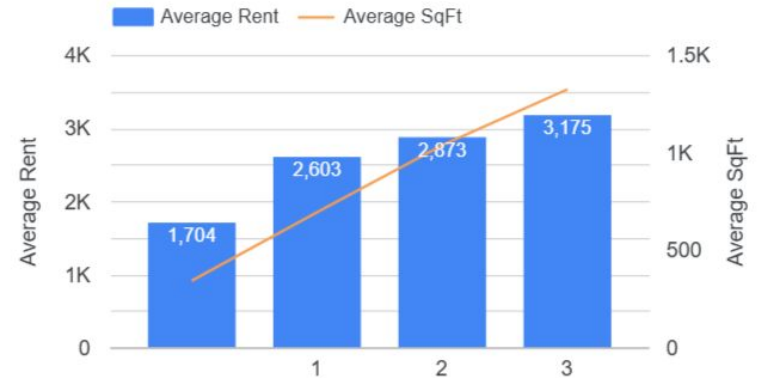




# Rent and Size Scale Together

- Business Question: How do rent and property size vary by bedroom count?
- Recommendation: Expect higher costs and larger space as bedrooms increase.
- Prediction: Tenants will favor smaller units as space and rent climb together.

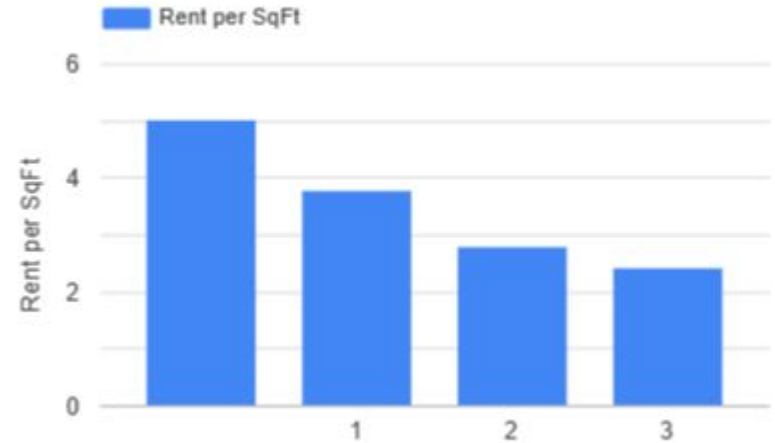
Average Rent and Property Size by Bedroom Count



# Small Units Maximize Revenue Density

- Business Question: Which bedroom sizes generate the most rent per square foot?
- Recommendation: Prioritize 0-1 bedroom units for high revenue efficiency.
- Prediction: Smaller units will remain in high demand and deliver stronger returns per dollar.

Rent per SqFt by Beds



# Conclusion

- Job focus: Housing analytics + SQL
- Project used real market data
- Zillow + Craigslist = full view
- Key insight: 2–3 beds maximize yield
- I bring finance + tech execution