

# Aiming High in Ames

HGTV

# Ames, Iowa

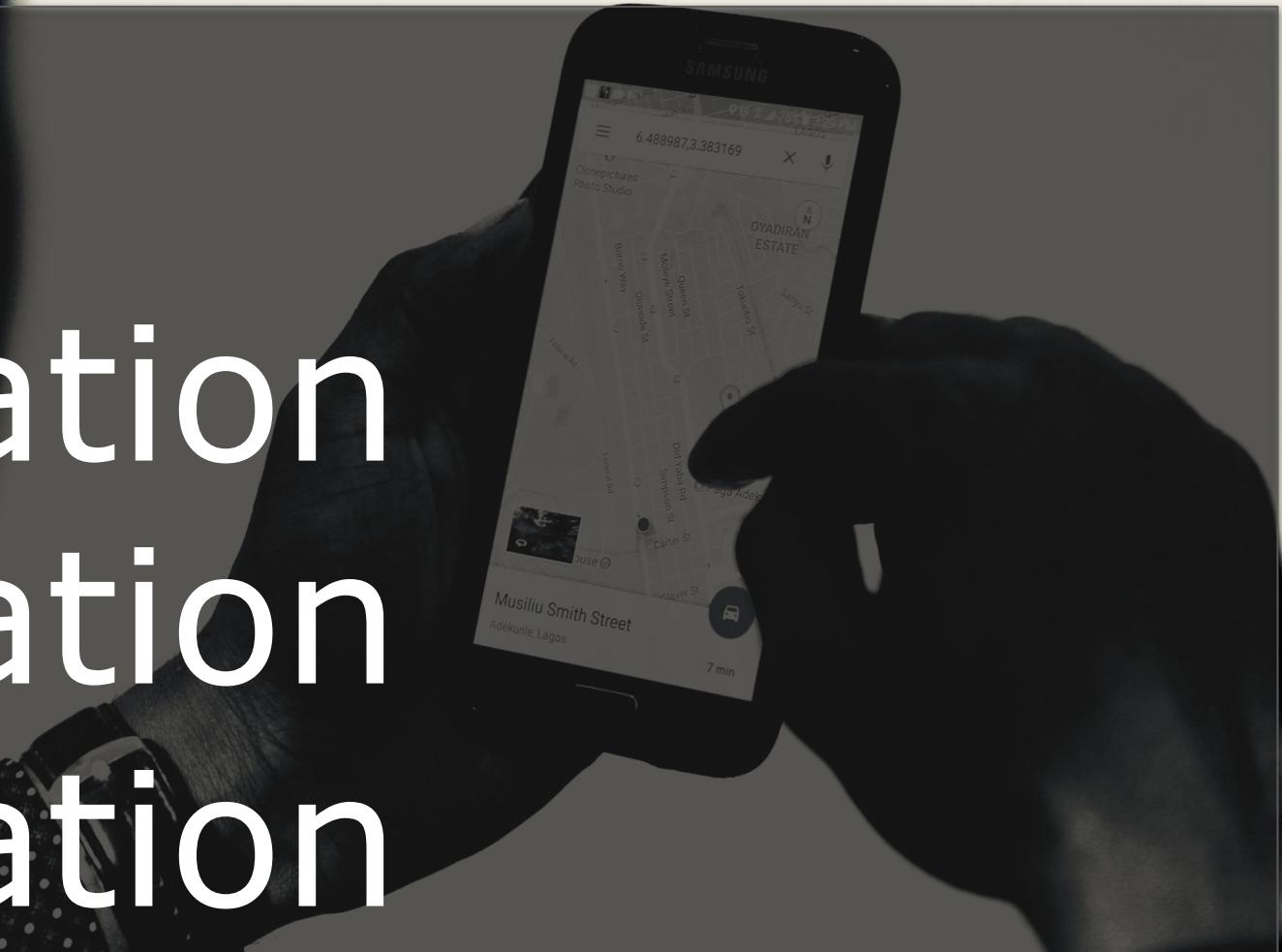
- "The Healthiest City in America", USA Today
- Top 25 "Best Places for STEM Grads", Nerd Wallet
- Ranked 8th for "Best Town for Millennials in America", Niche Ranking
- No. 1 for "Best City For Working Parents", Smart Assets 2018
- "Top 25 Places for Entrepreneurs", Entrepreneur Magazine.

#A.H.A.

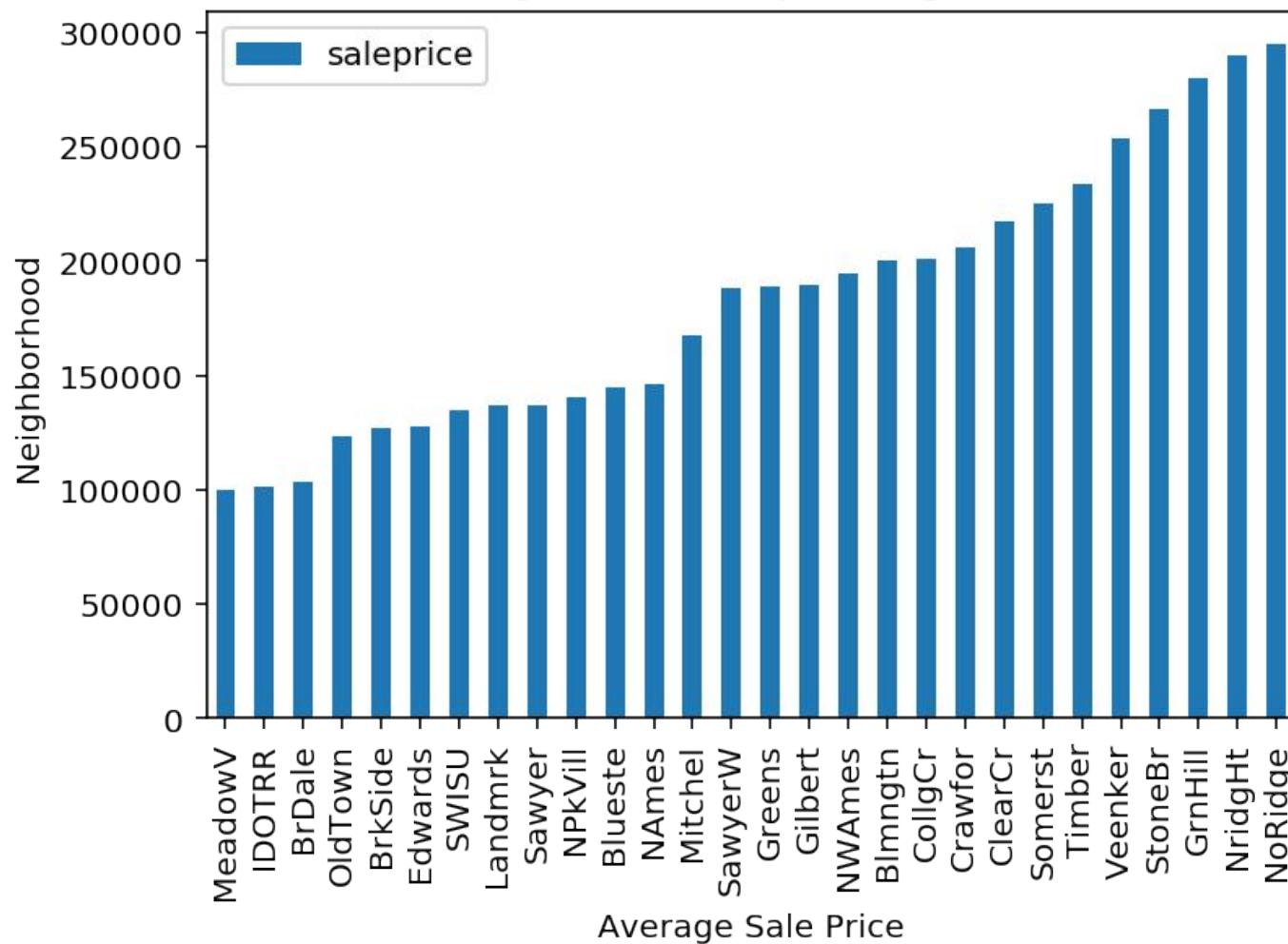
# Predicting Housing Prices



# Location Location Location



## Average Sale Price per Neighborhood



# Best Numeric Predictors of Sale Price:



- Overall Quality
- Ground Living Sq. Ft.
- Garage Cars
- Garage Sq. Ft.
- Total Basement Sq. Ft.
- Year Built
- 1st. Floor Sq. Ft.
- Year Remodeled/Added
- Full Bath
- Garage Year Built
- Fireplaces
- Total Room Above Ground
- Masonry Veneer Sq. Ft.
- Basement Finishes Sq. Ft. 1

# Interaction Terms

**Garage Score =**

(garage\_sf x garage\_cars x garage\_yr\_blt)

**Year Score =**

(yr\_built x yr\_remod/add x garage\_yr\_blt)

**Basement Score =**

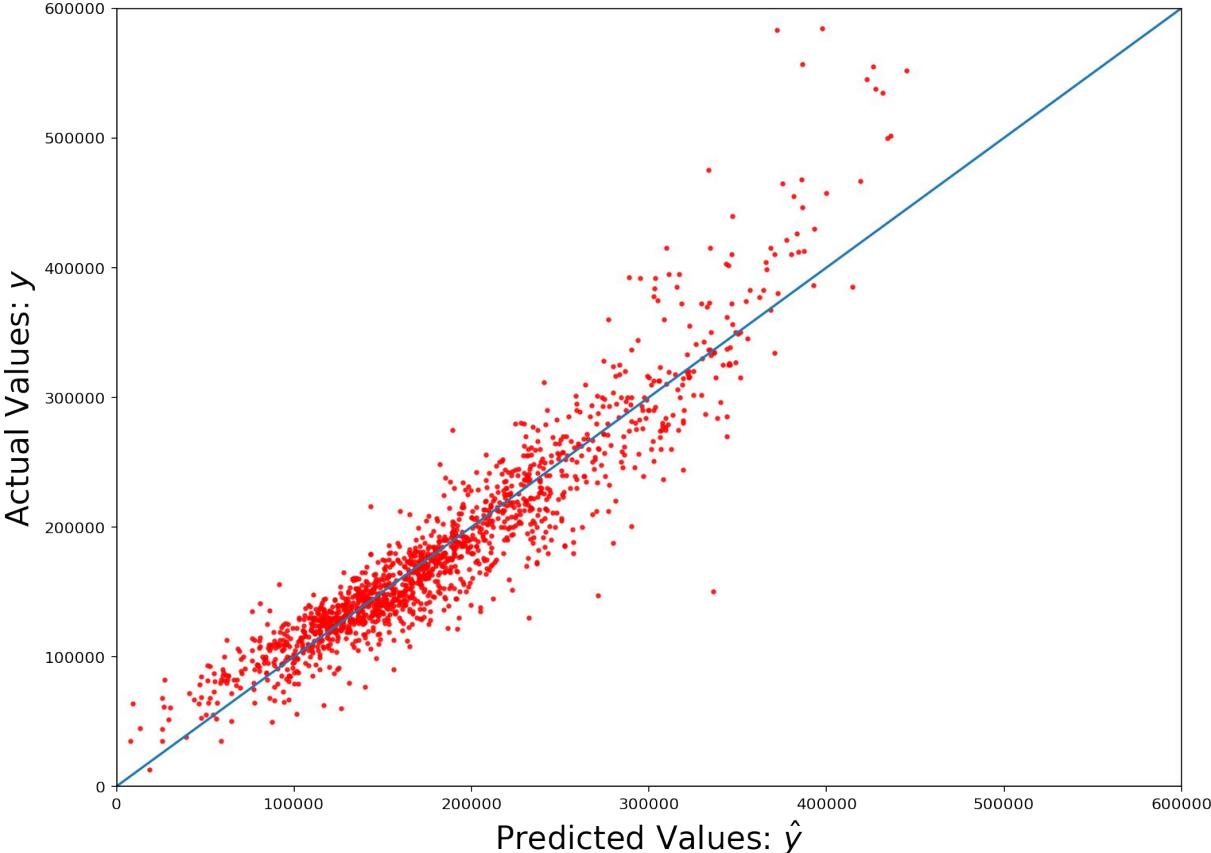
(total\_bsmt\_sf x bsmt\_fin\_sf\_1 )

- 28 Neighborhoods
- 7 Features
- 3 Interaction Terms

R2 = .87

RMSE =  
\$29,796

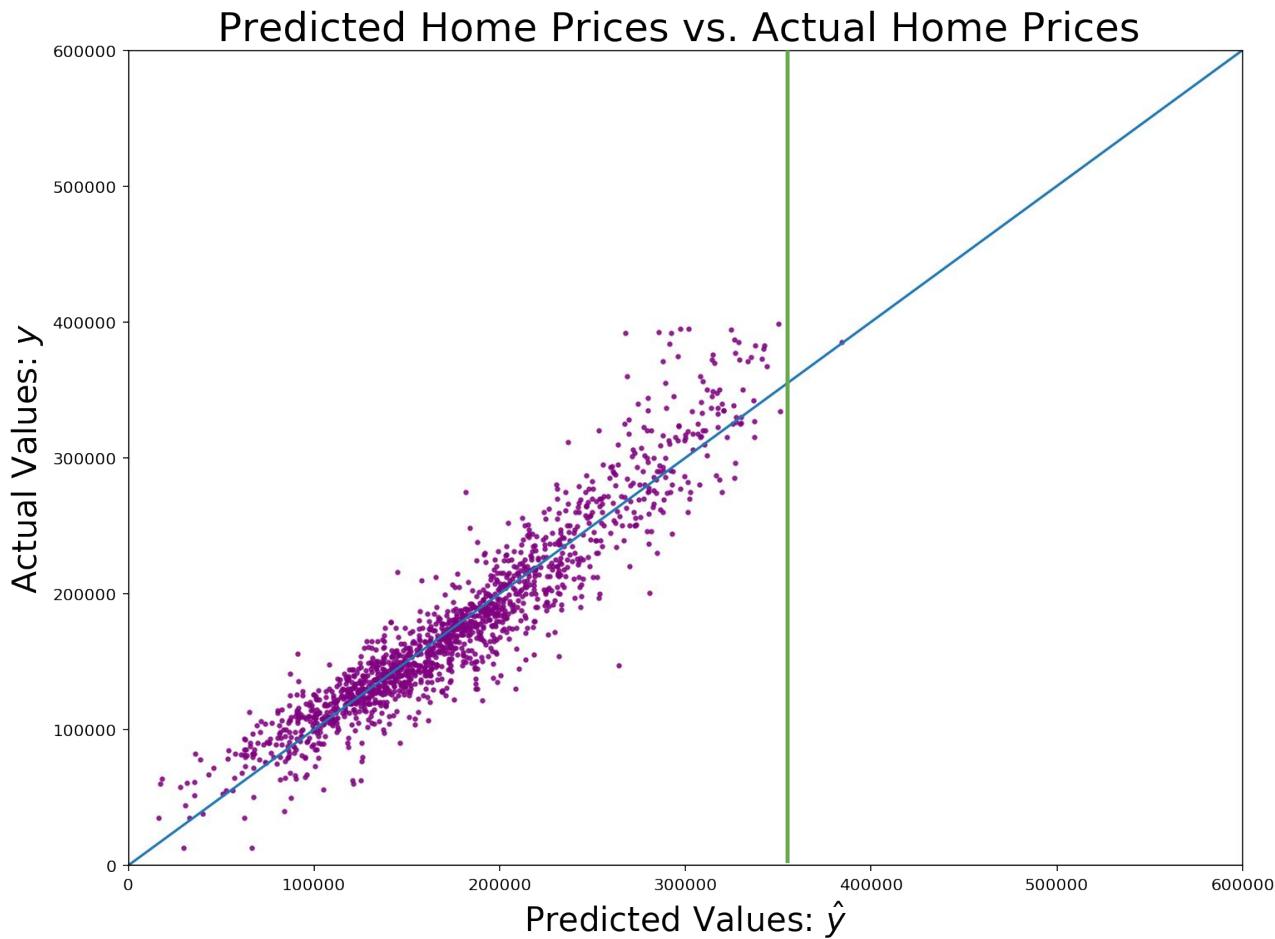
Predicted Home Prices vs. Actual Homes Prices



R2 = .88

RMSE =  
\$20,831

Under  
\$350k



L.R. ~ S.S ~ Ridge > LASSO



Ames, Iowa  
Story County

The Perfect Place To  
Write Your Story

#A.H.A.



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