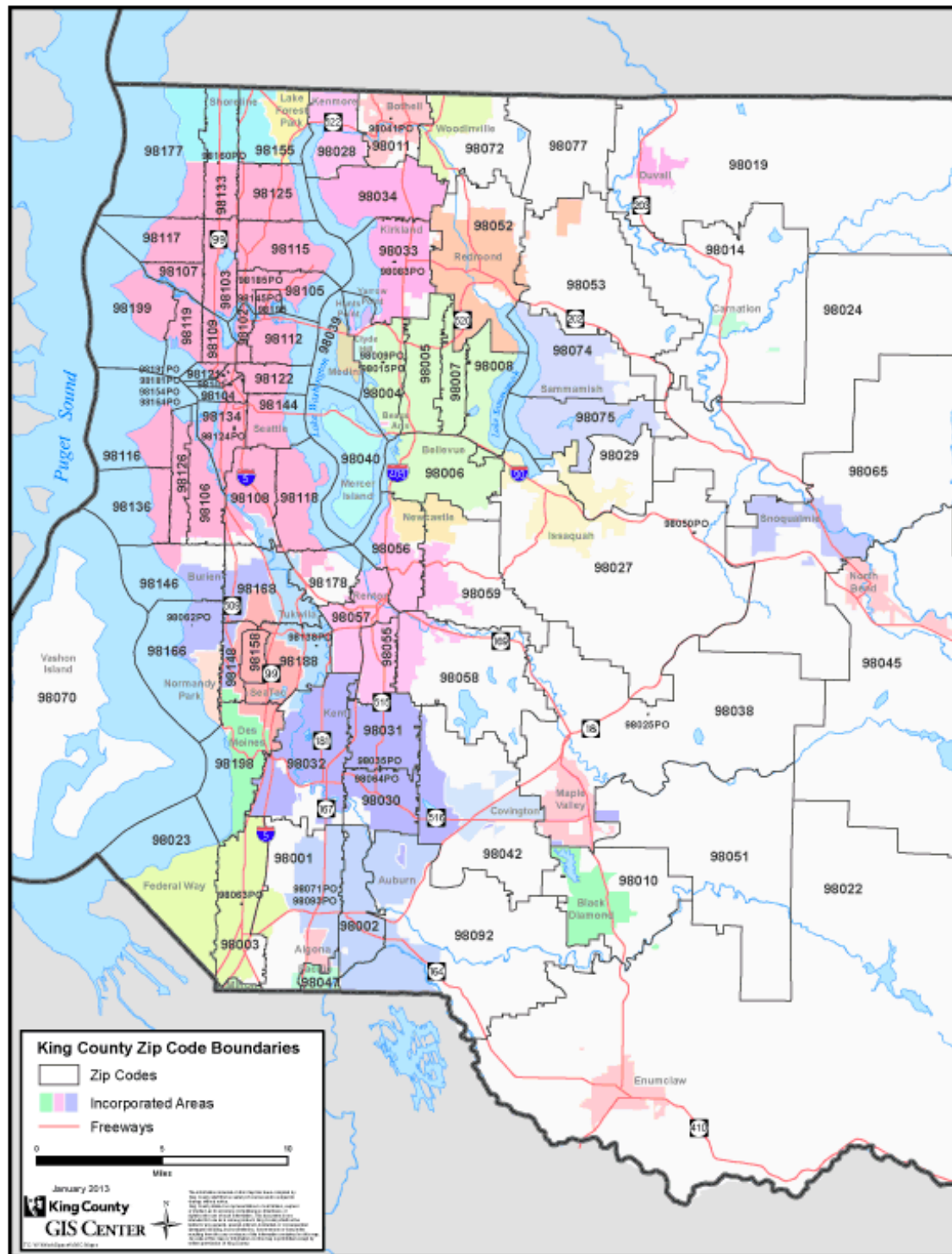


King County Home Sales

Stacy Shingleton

February 18th, 2020



kingcounty.gov



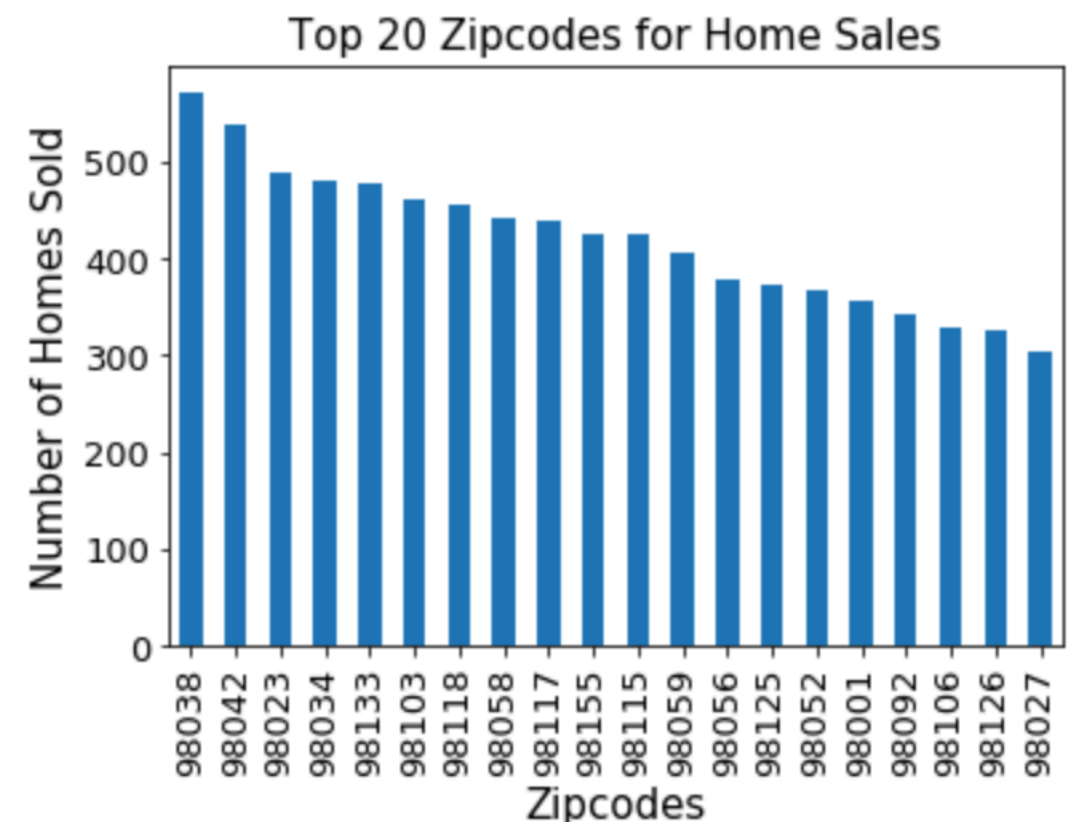
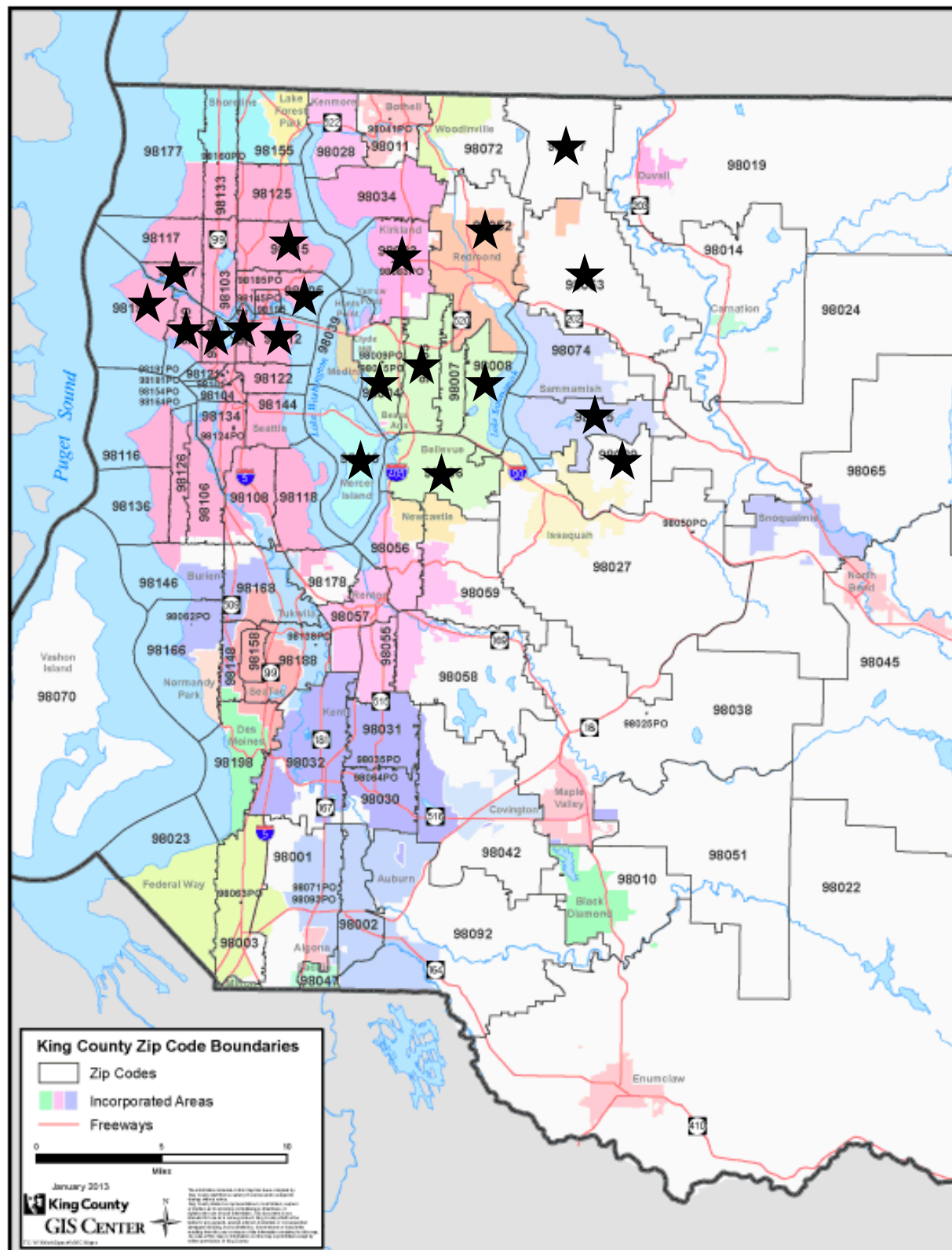
<https://www.seattlechamber.com>

King county is located in northwest Washington state containing the city of Seattle, making it the most populous county in the state. This project examined the home sales data from King county between May 2014 to May 2015.

Within King county, there are 69 zip codes - which would be best to cover as a realtor?

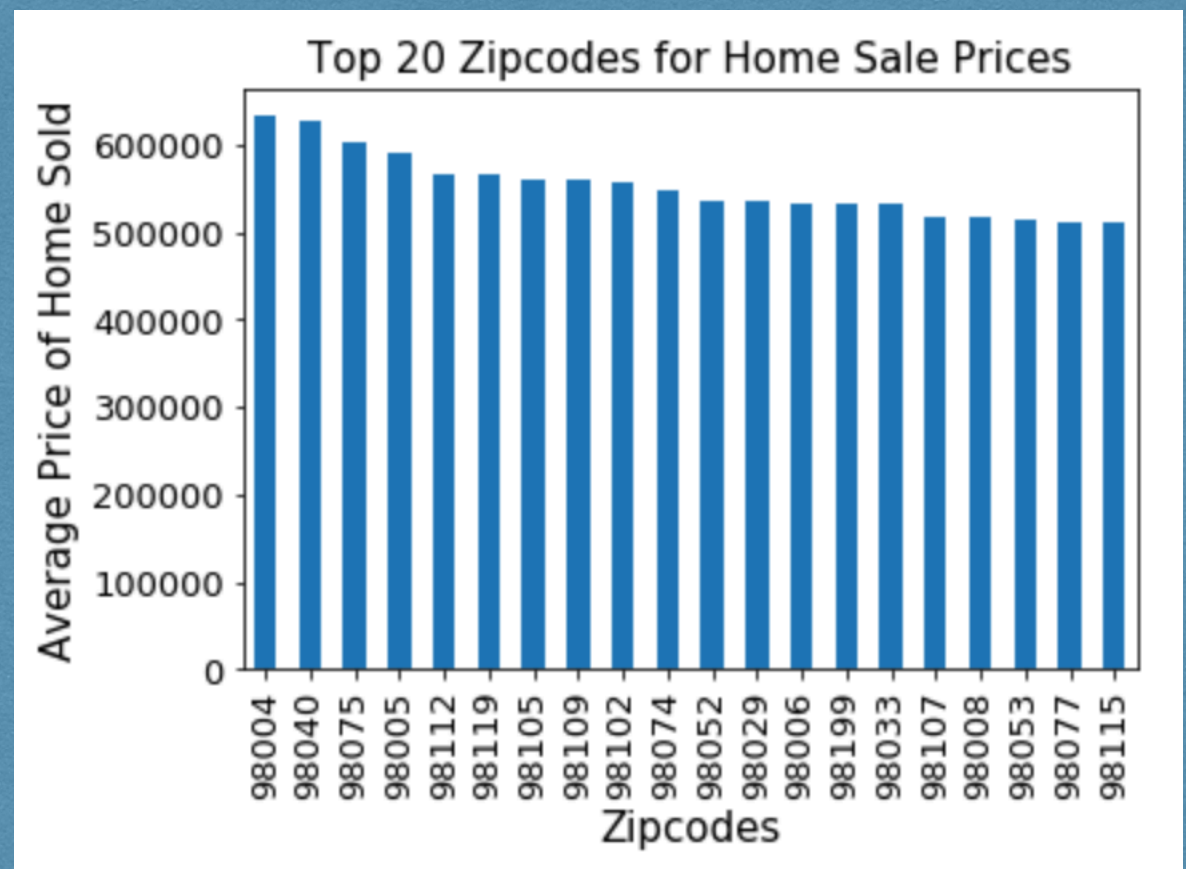
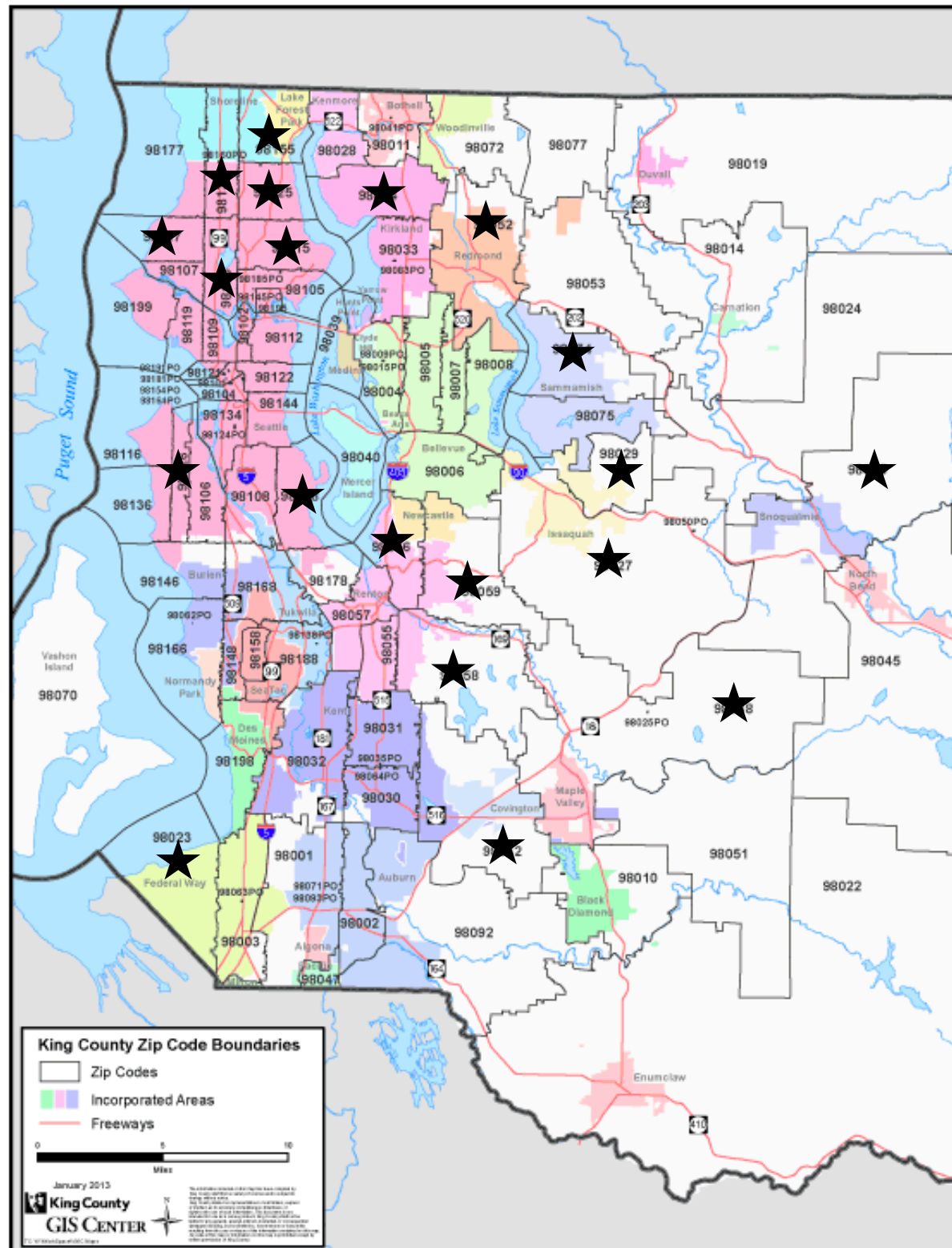
Highest Mean Sales Price by Zip Code

Realtors are commission based, and because of this, they are going to prefer selling and buying higher priced homes for their clients. It is simply higher reward for almost equal work. Therefore, the zip codes identified as having highest mean sales price are going to be the most favorable areas for realtors to work in. Considering this, it's possible these zip codes may also be saturated with realtors, creating too much competition amongst each other. So it might be wise to consider a different metric, the highest cumulative sales by zip code.



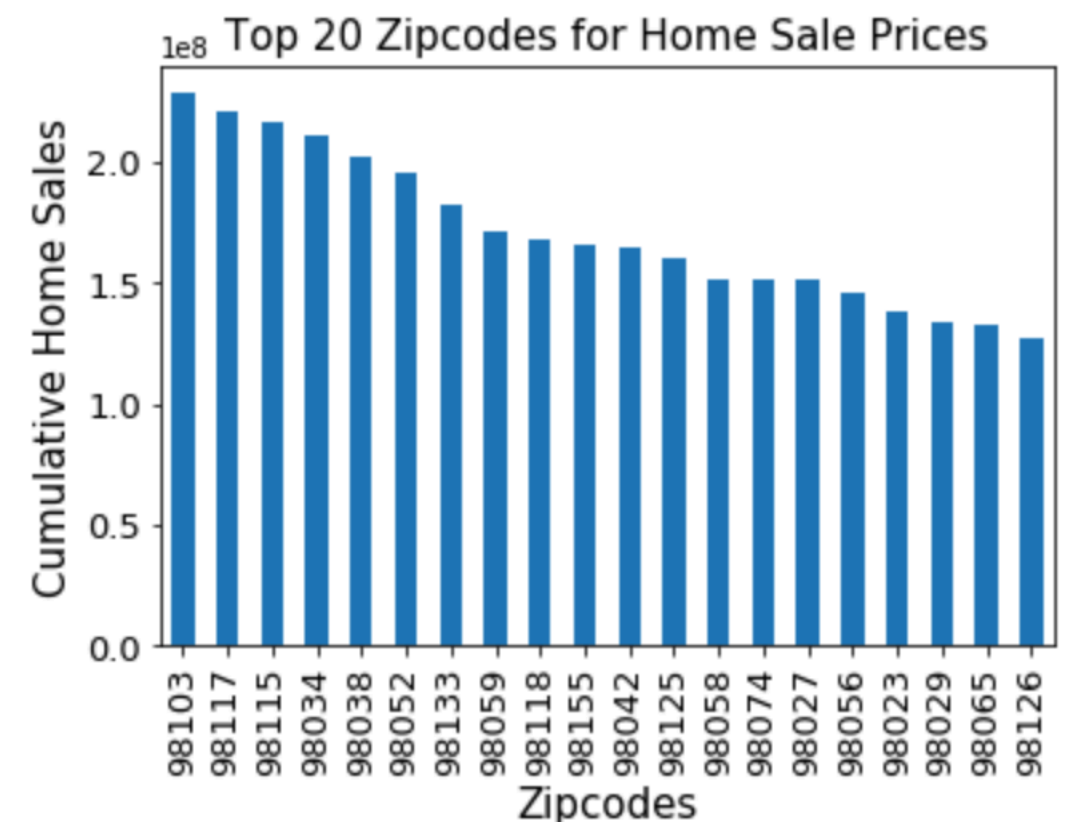
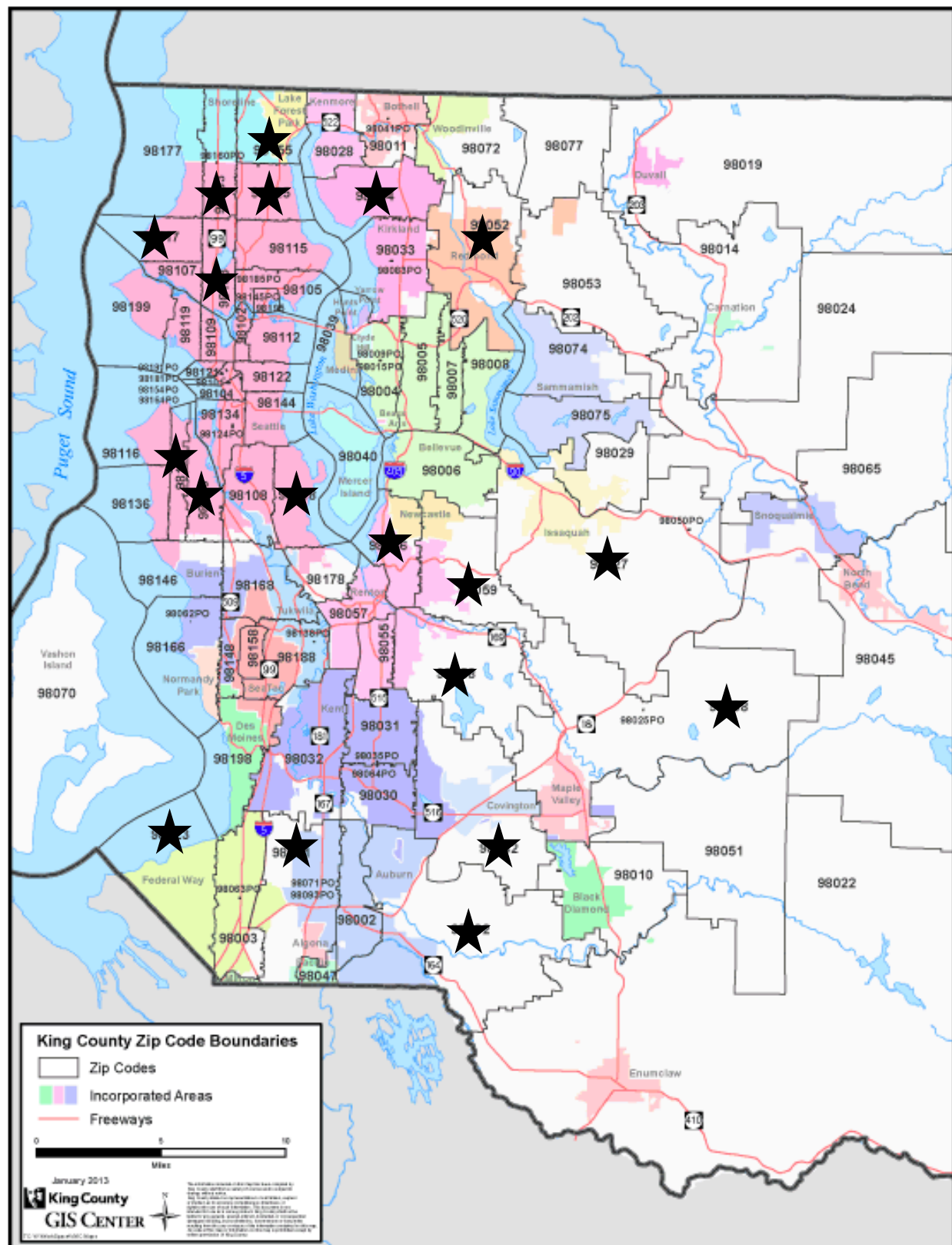
Highest Cumulative Sales by Zip Code

The cumulative sales are going to take into consideration both the volume of sales as well as the sales prices. These zip codes would be a good alternative to the top mean sales price zip codes. In order to match commissions, a realtor would have to buy or sell more homes for their clients, but the frequency of sales would likely compensate.

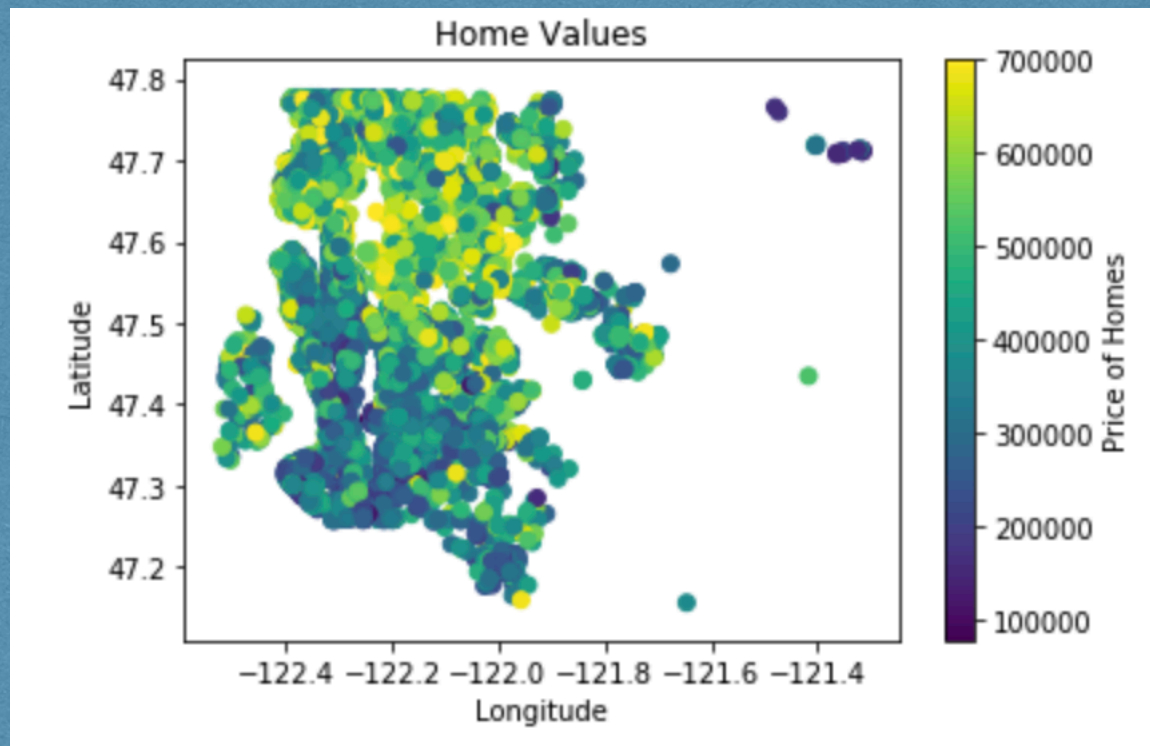


Highest Sales Volume by Zip Code

An alternative metric would be to strictly consider sales volume - which zip codes could a realtor buy and sell the most homes in? While this would not be the most efficient method of making commission, some realtors may prefer this method as it is faster pace, and supplies a more consistent and regular income.



What other factors should be considered?



It is apparent that location, categorized by zip codes, plays a large part in home pricing. When mapping home prices against latitude and longitude in a color map, it is apparent that the highest selling homes are in the northwest corner of King county, closest to Seattle.

But location is not the only deciding factor on home value, there are many other factors. For instance, the grade of the home, a metric based on the construction quality of the home and overlooked by the King county grading system, has a very obvious relationship on the average price of homes. Other predictors to consider are square footage of the home and lot, as well as bedrooms, bathrooms and floors in the home.

