

Greater Houston Housing

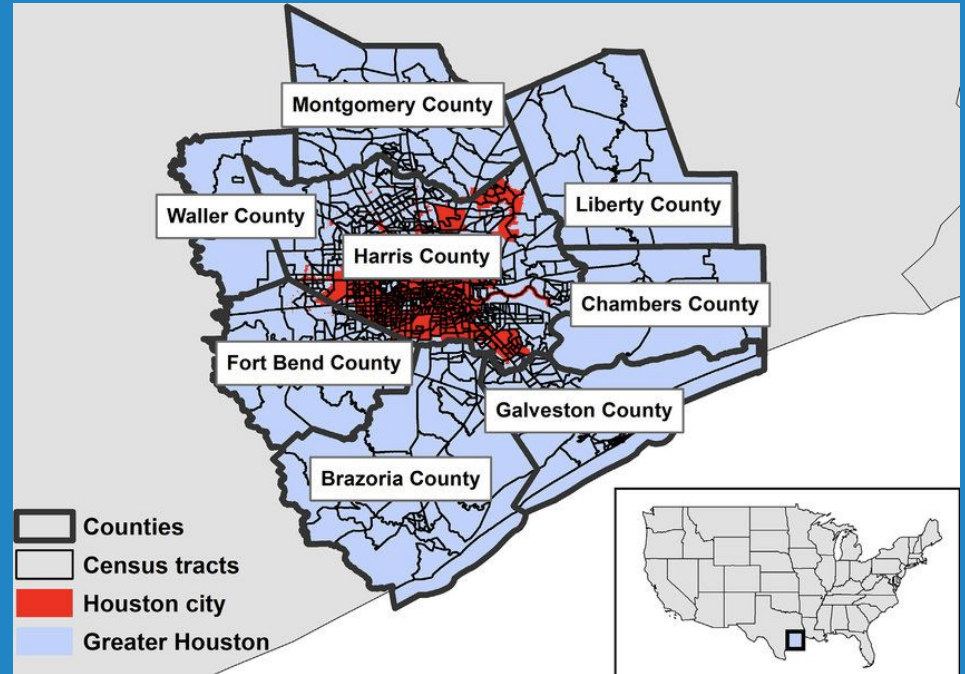
Houston Association of REALTORS (HAR)

Monthly Member Training
February 2020



Research and Presentation by Tiara Hlaing

Data Sources



Will the Area Flood?

Model: 71.47% Accuracy



FEMA

County Division
House occupants
Homeowners insurance
Flood insurance

MLS: Avg Per Zip Code

List price
Bedrooms
Stories
Age of Home

Flooding Factors

Higher likelihood

Higher List Price
More Bedrooms
Older Homes
More Occupants



Lower likelihood



Fewer Stories

Will the Home Sell?

Model: 67.56% Accuracy



What Helped a Home Sell?

▶ Age of home

Newer: 👍

▶ List price

Modal price: \$225,000

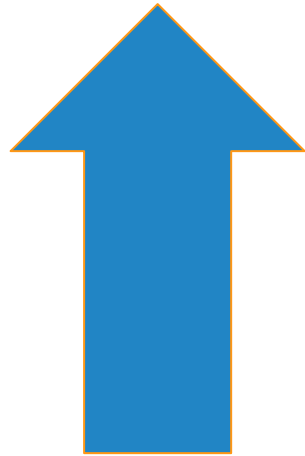


▶ Lot size

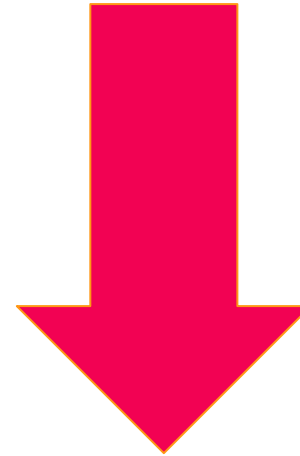
Modal lot size: 6,600 sqft



What's in These Days?

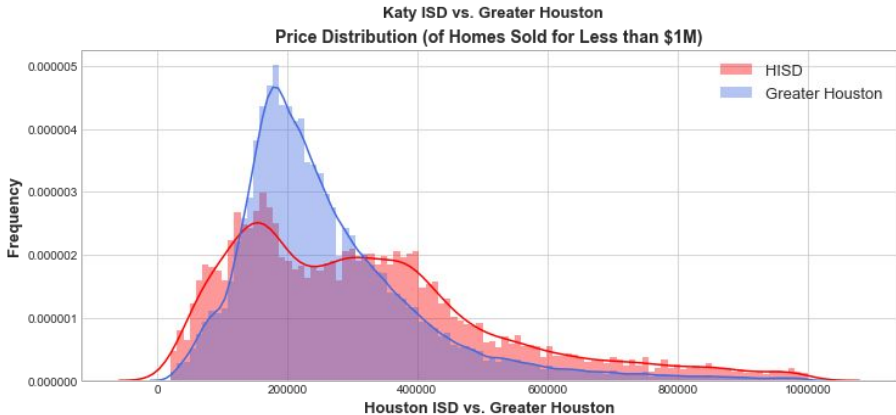
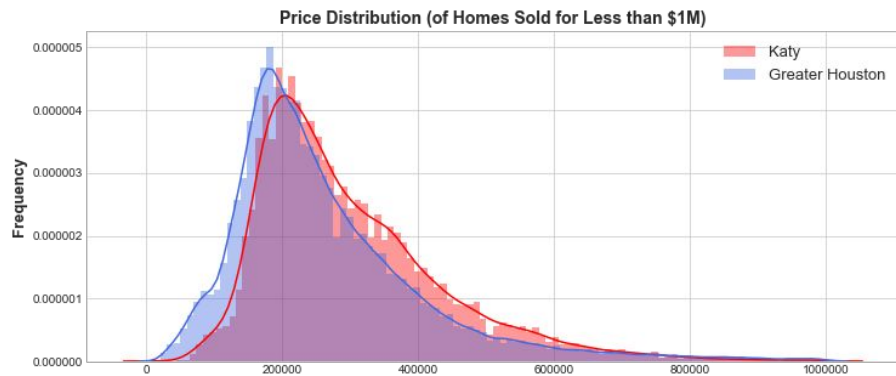


Bedrooms
Bathrooms
Number of Stories
Average Sq Ft



Lot Size

Impact of a Good School District



#1 School District
in Greater Houston (out of 46)

#14 School District
in Texas (out of 1,024 statewide)

Source:
<https://www.niche.com/k12/search/best-school-districts/>

Recommendations

How to Help Your Clients

Recommendations to the Seller

1. List your home at a marketable price!
2. Renovating? Build up!

Recommendations to the Buyer

1. Go for a good school district!
2. Invest in a newer home!
3. Be aware of flood risk!

Future Research

1. Reduce spatial range of flood likelihood (narrow to census tract instead of zip code)
2. Find current flood risk by flood plain maps to use as base flood likelihood
3. Use county appraisal data to get information on all Harris county homes, not just homes on MLS
4. Analyze a broader collection of flood data beyond Hurricane Harvey
5. Beyond sell vs. not sell, predict how long a home will take to sell

Thanks!

Any questions?

Contact me at:

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