

FACTORS INFLUENCING HOME VALUES

NEAR SEATTLE, WA (2014 - 2015)

Valentina C. Fontiveros, 2019



KING COUNTY, WA

- Most densely-populated county in Washington State.
- The Seattle area is the headquarters of major tech companies like Microsoft and Amazon.
- In recent years, the market has fluctuated.

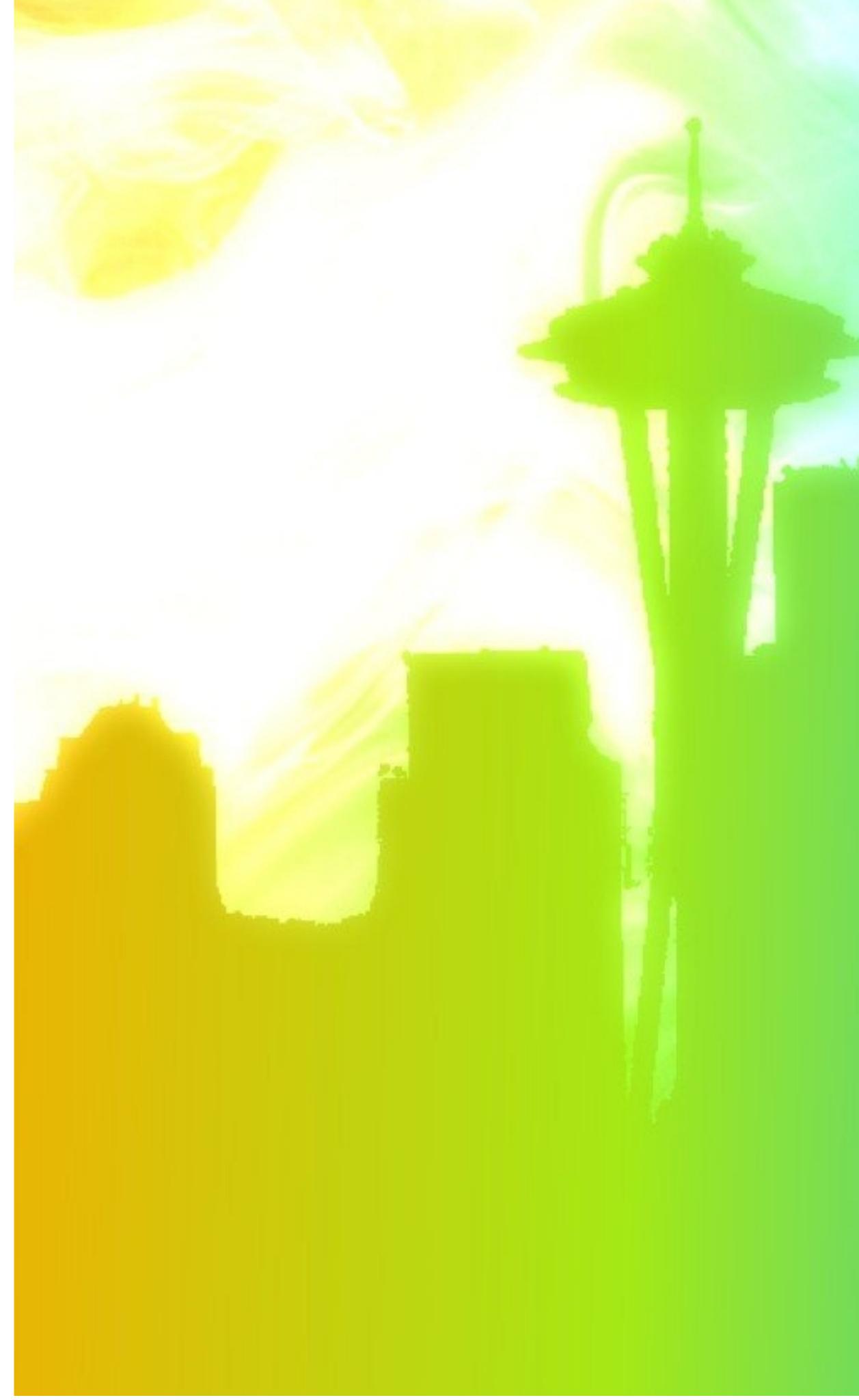
FAQS FROM PROSPECTIVE SELLERS

- Which features increase prices the most?
- Do prices fluctuate with the seasons? Year to year?
- Is it worth renovating my home before I sell?
- Is it worth investing in marketing the home?

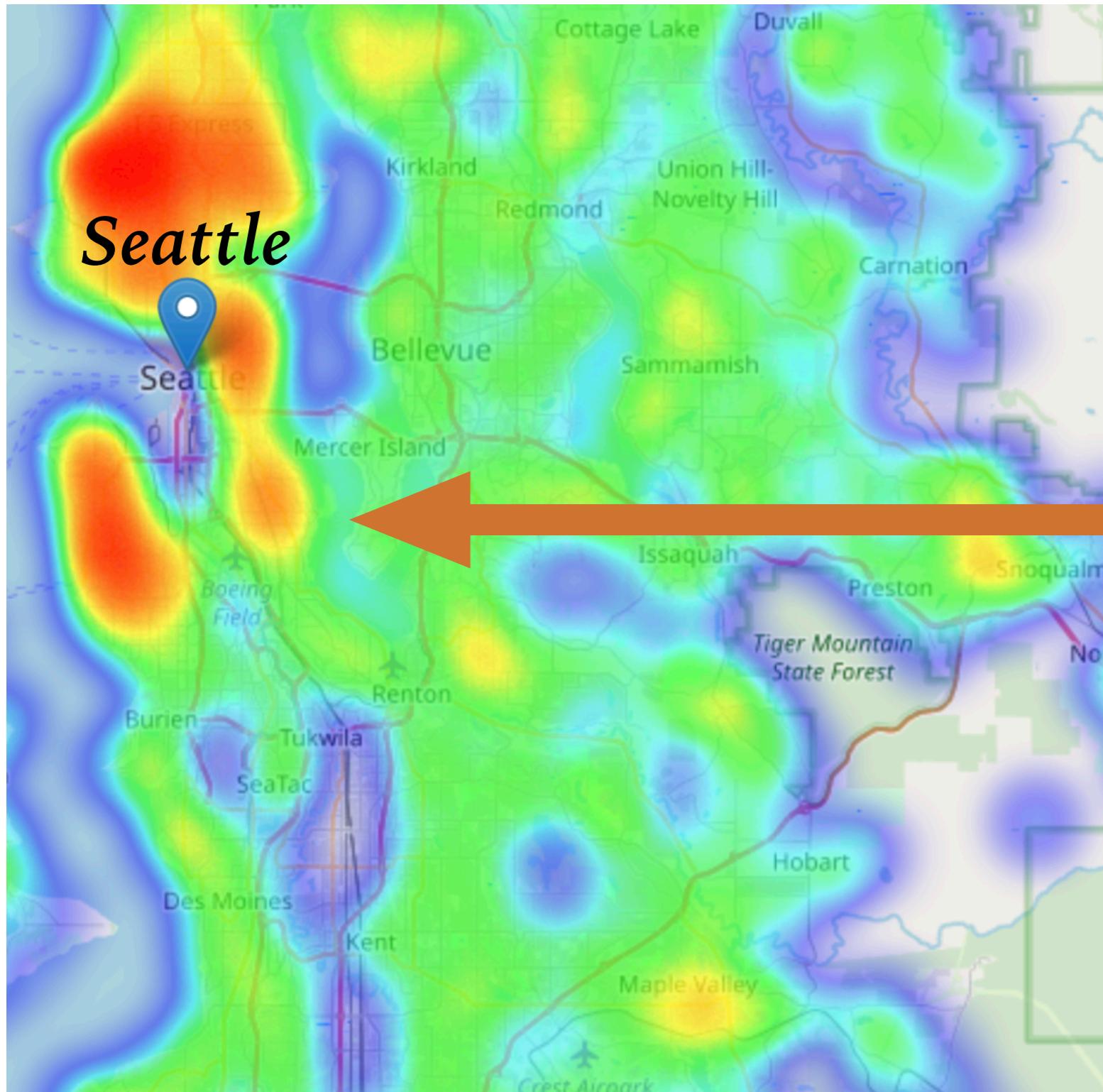


METHODOLOGY

1. Obtain Data
 - *Prices*
 - *Location*
 - *Physical Characteristics*
 - *Historical Details*
2. Clean and Reformat Data
3. Find Initial Correlations
4. Scale Data
5. Choose Features
6. Create a Predictive Model
7. Validate Results



HOMES SOLD IN KING COUNTY(2014 - 2015)



Seattle metro
Very Competitive

20 k
Homes sold
Overall

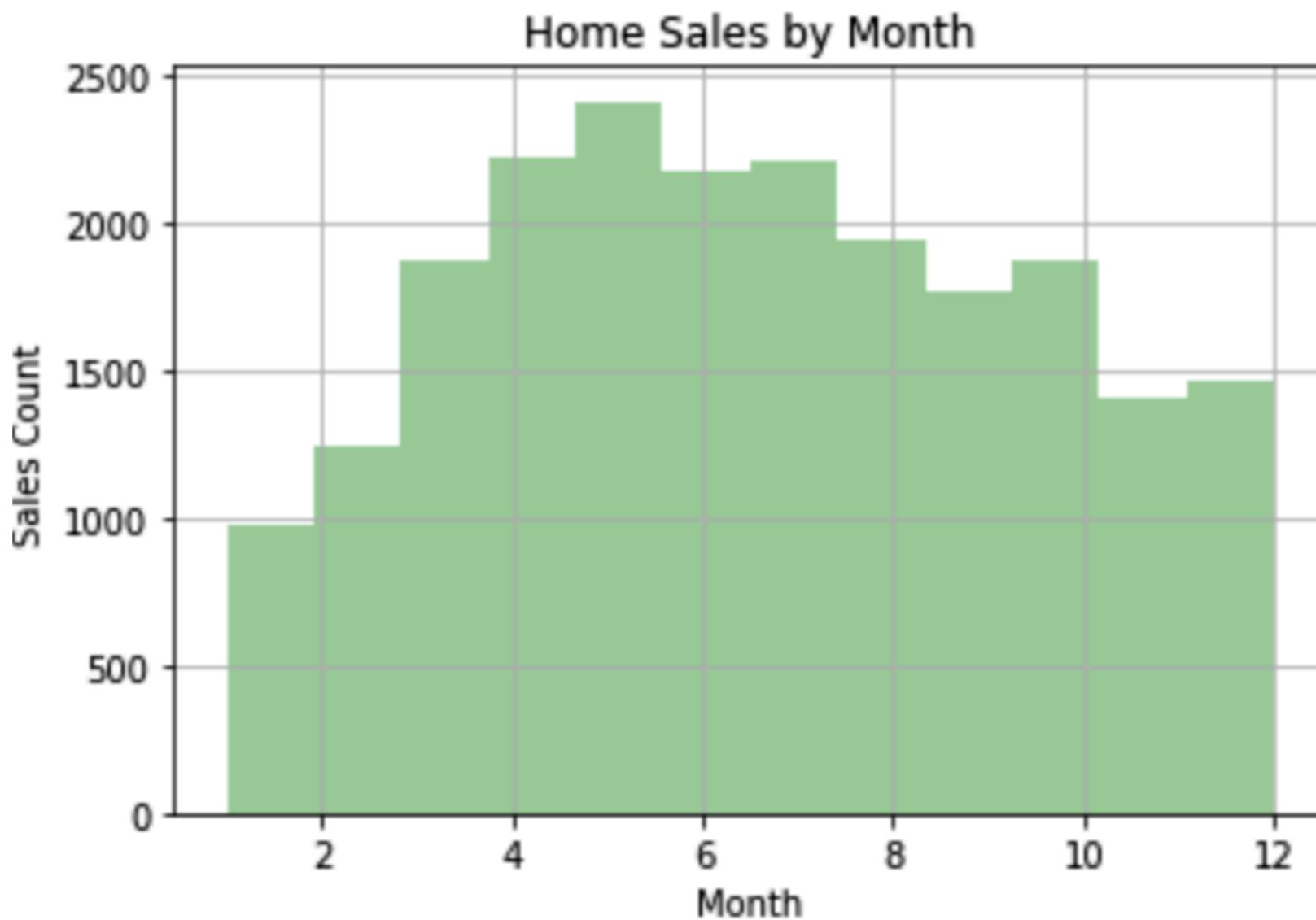
TOP 5 VALUE DRIVERS

- Premium zipcodes:
 - Medina, Bellevue
- Waterfront view
- Square footage of living space
- Distance to Seattle
- Built Recently (2010s)
- Recent Renovations (<15 yr)



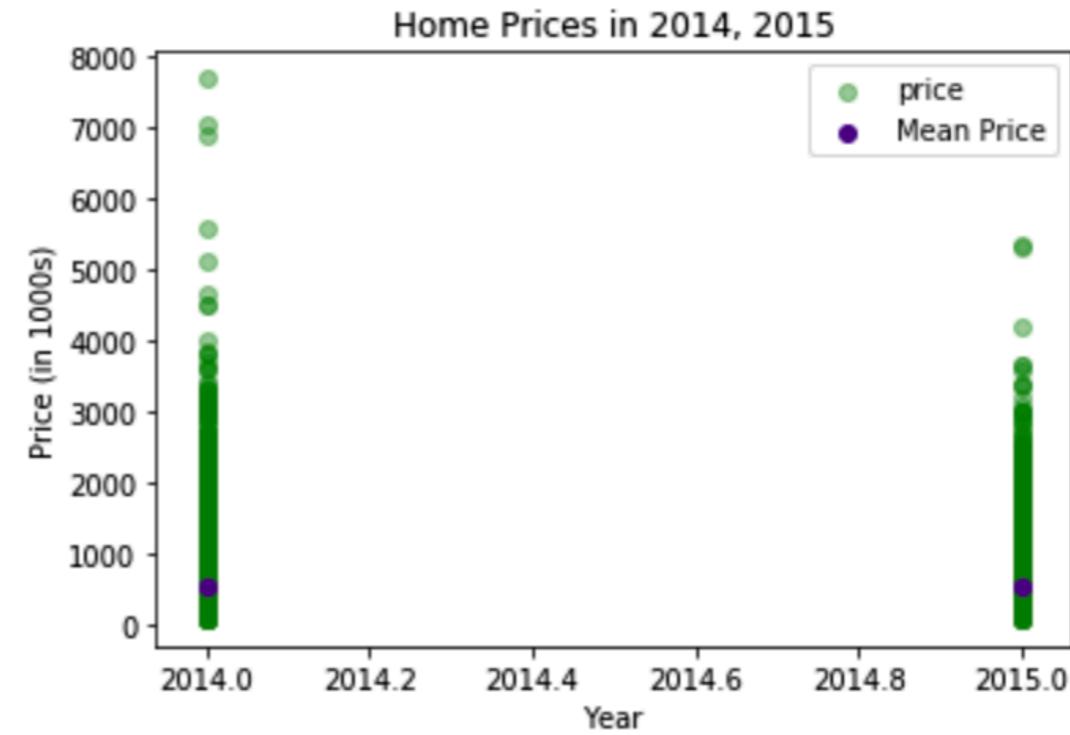
SEASONAL VARIATIONS: SALES

*Sales accelerate starting in March, peak in May, &
slow down in November - February*



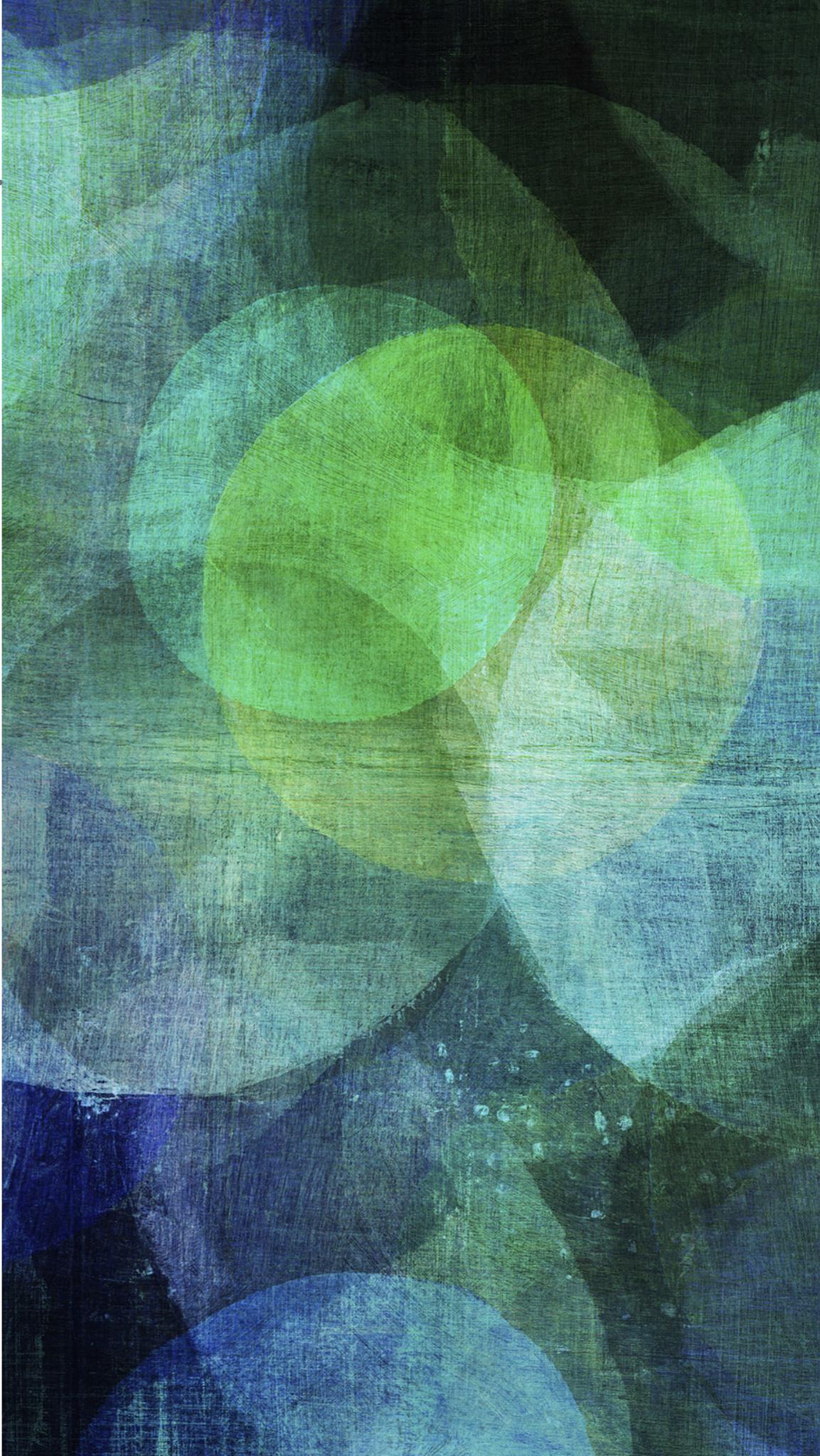
SEASONAL VARIATIONS: PRICES

Average price of a home in King County: ~\$ 540,000



*Mean home prices do not fluctuate significantly month-to-month,
Or year after year according to this dataset.*

EFFECT OF RENOVATIONS





MARKETING COULD HELP

.....

CONCLUSIONS

BACKUP: AVERAGE HOME

- 3 bedrooms
- 2 bathrooms
- ~2000 sqft.
- 1.5 floors
- Does not have waterfront view
- Average condition
- Grade of 7 / 13
- Small basement
- Built in 1970s
- Is not renovated