

King County

Client: Nicole Johnson

claude mindt-kries, 28.8.23

CASE & GOALS

Nicole Johnson is looking for a house. Criteria:

- **PRICE:** should be in “**middle price range**”
- **SIZE:** Further criteria defined in dialog with Nicole:
 - Space to raise a family (2 adults, 1-2 children)
 - Minimum **2 bedrooms, 3 if possible, >= 1000sqft** (~100qm)
- **TIMING:** Buying **within 1 year** for lowest possible price
- **SOCIAL:** Neighbourhood should be “**lively**” and “**central**”

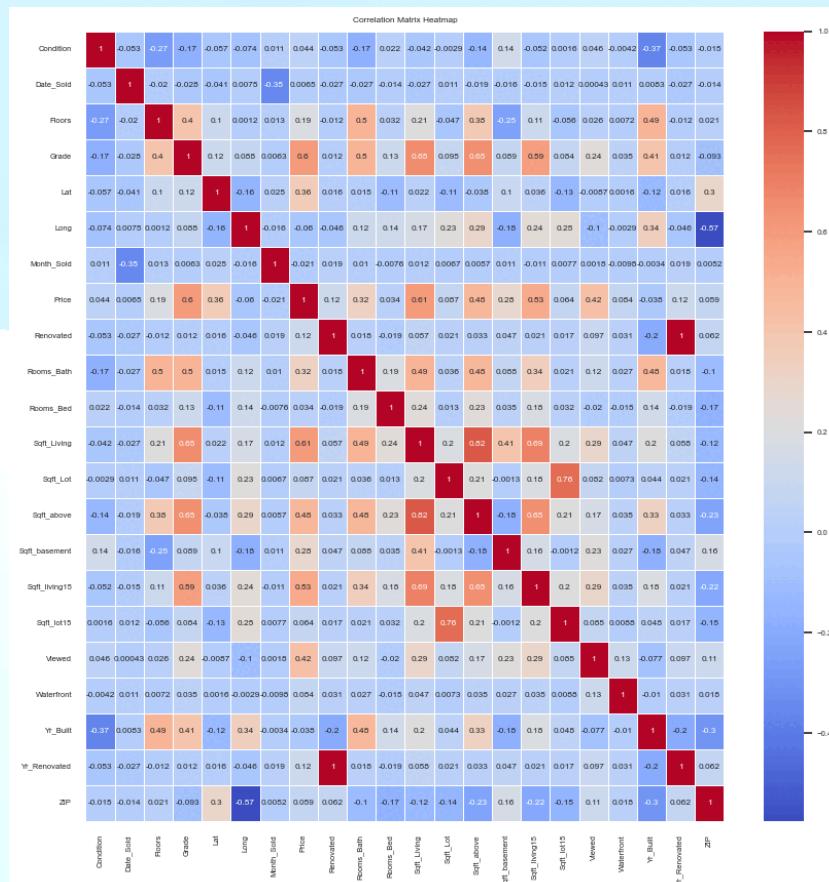


Data Approach & Assumptions

1. Sold houses during 9.9.2014 -1.10.2015 we understand as potential market
2. **PRICE:** Influencing factors, seasonal effects & reasonable price range
3. **SIZE:** Opting for 2 or 3 bedrooms with good availability, based on data
4. **TIMING:** Based on price & size, we focus on biggest market (faster buy)
5. **SOCIAL:** Combine factors above with areas that are most crowded

PRICE

Influencing factors or correlation



Highest correlations

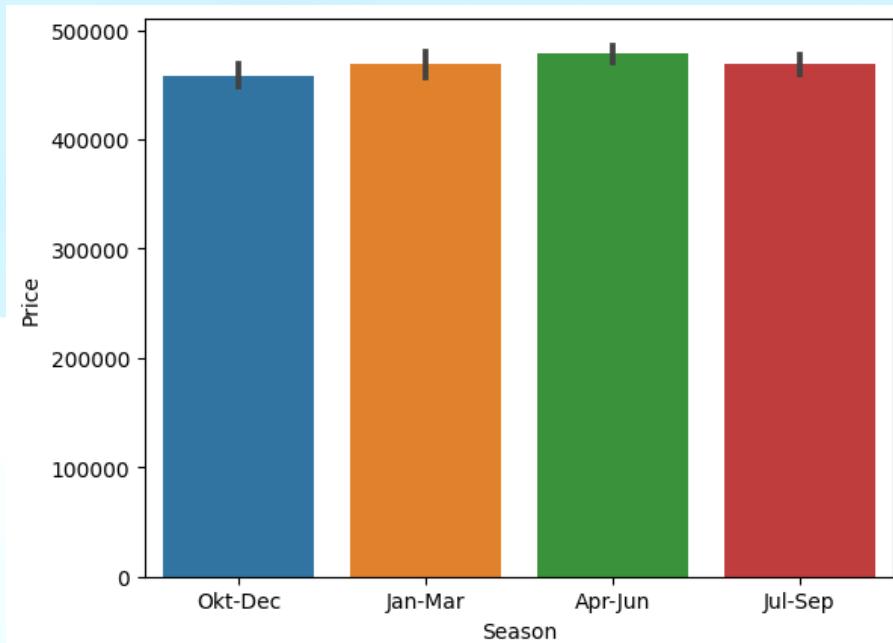
- Price: Size for Home, Height of Home, Price
- Grade: Price, Size of Houses nearest 15 Neighbours

CONCLUSION

No surprising / outstanding correlations on price. Bigger houses, bigger prices.

PRICE

Seasonality

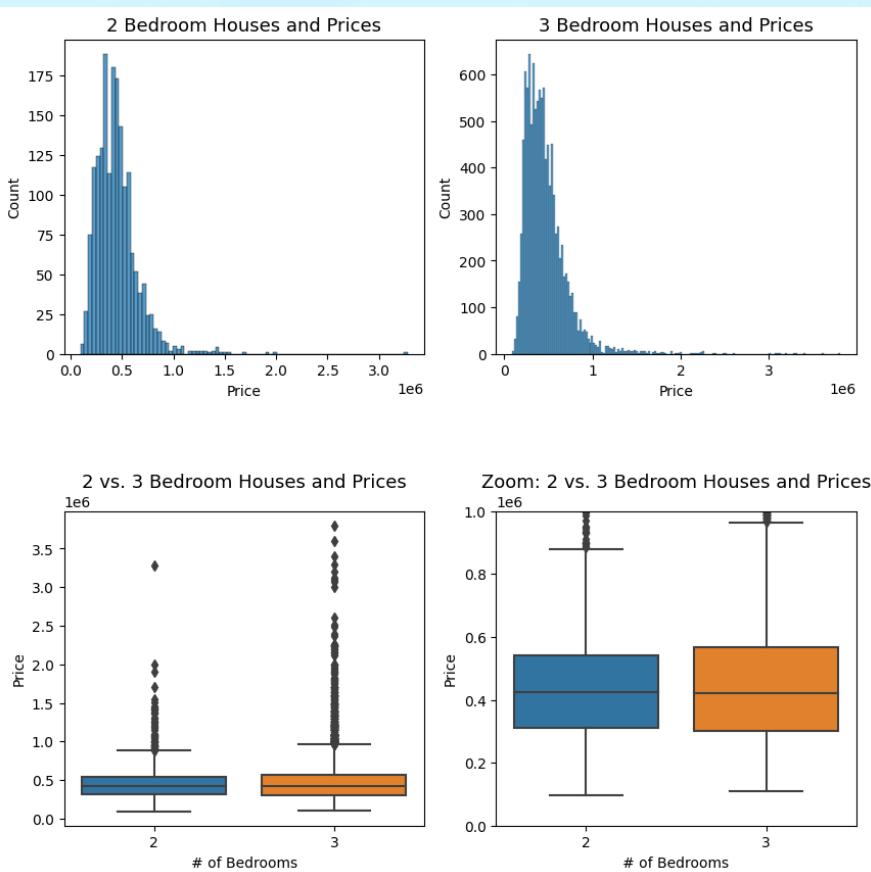


- Not much fluctuation in price month-month (not shown)
- Prices across July-December lower than in April-June (shown)

RECOMMENDATION
Buy house in July-December

SIZE

2 or 3 bedroom house



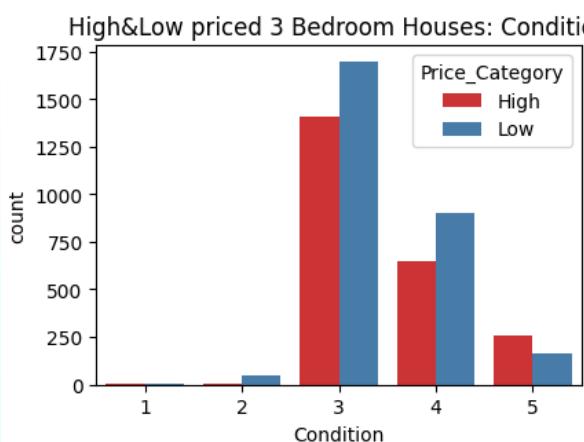
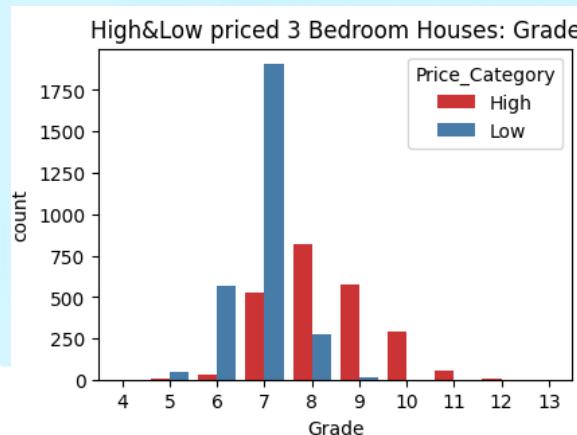
- 3 bedroom houses not necessarily more expensive
- 3 bedroom houses have better availability

RECOMMENDATION

Go with 3 bedroom houses for more flexibility.

SIZE

2 or 3 bedroom house



Comparing lower ($\leq 300k$) and higher ($\geq 600k$) priced houses:

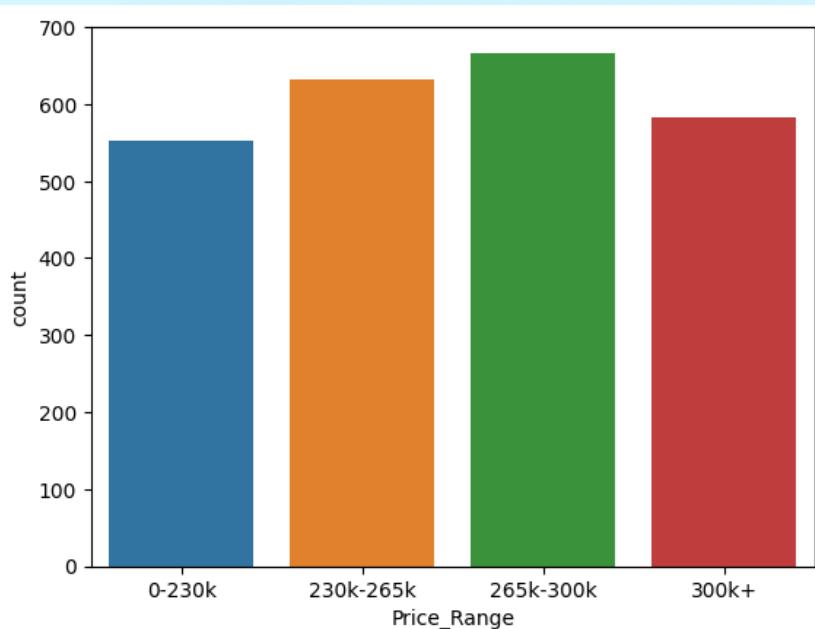
- Grade: Good availability for lower priced, mid-graded houses. Lower even better.
- Condition: Pricier and cheaper houses available in good mid condition.

RECOMMENDATION

Buy 3 bedroom house, as they are better available and not necessarily more expensive.

PRICE

Range and Availability



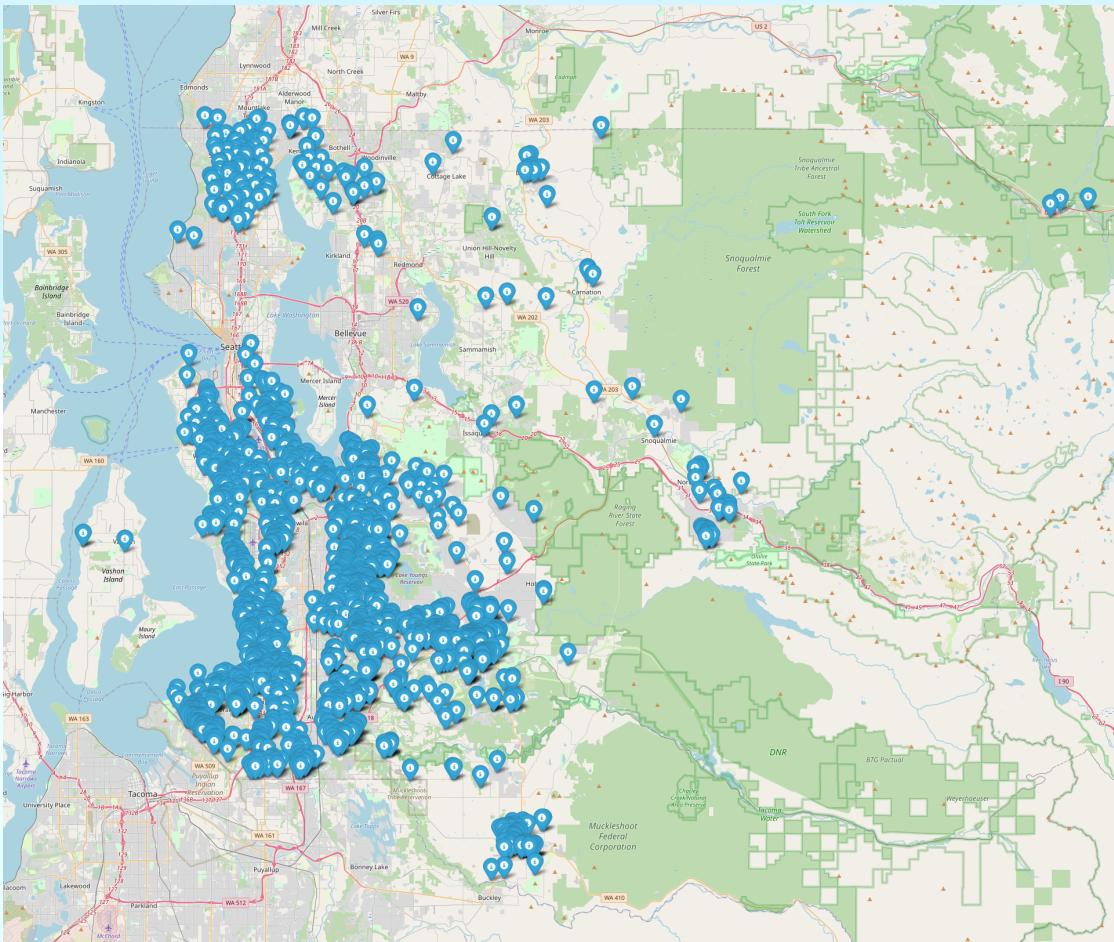
- Best Market is in range 230k-300k
- As discussed with Nicole, we include the lowest price range

RECOMMENDATION

Buy in market of up to 300k for best availability.

TIMING

Market Landscape



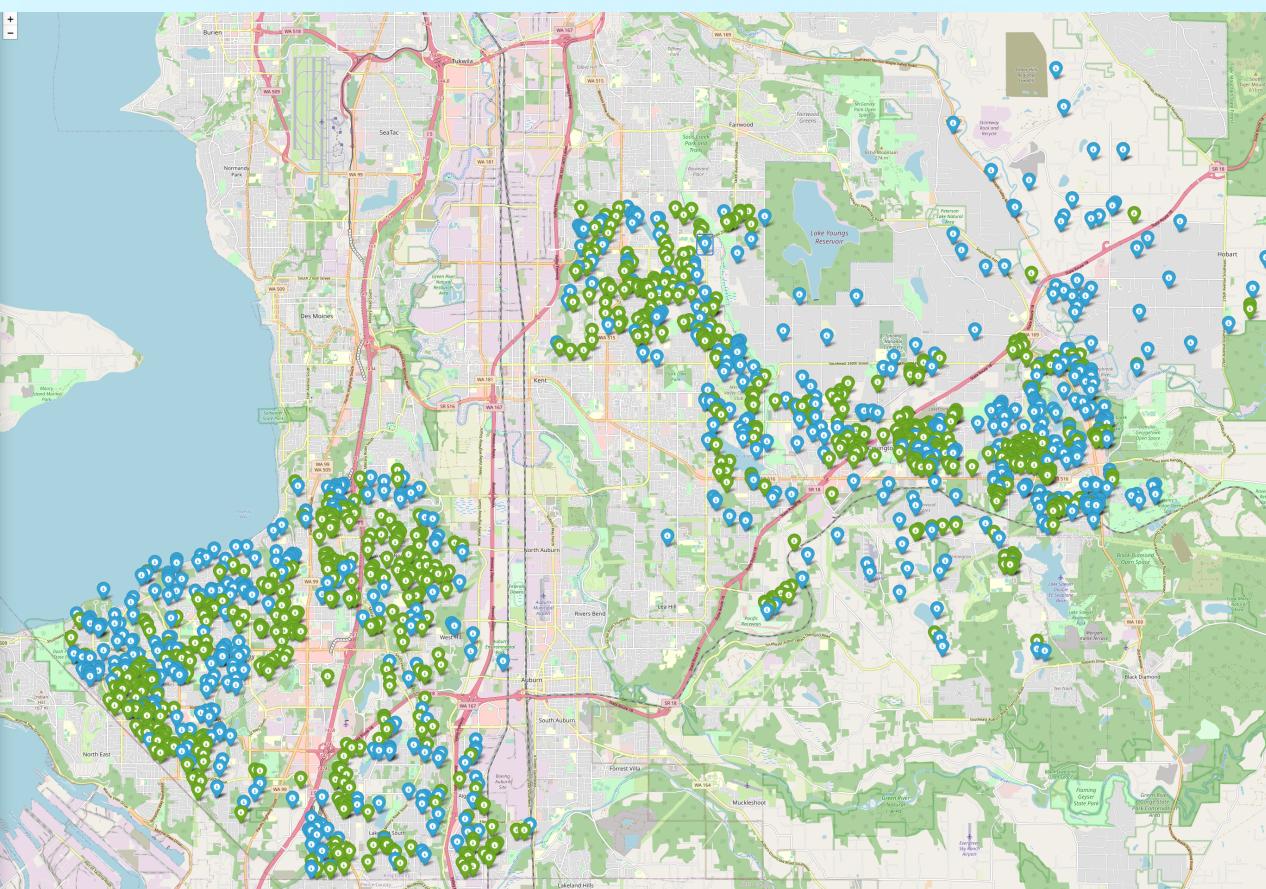
- This is the landscape of 3 bedroom houses, up to 300k, grade 7, ≥ 1000 sqft

RECOMMENDATION

You can pick any of those, independent from neighbourhood.

SOCIAL

Lively Neighbourhood (Crowdedness)



- Green dots show houses matching criteria with highest market availability within price range.
- Blue dots show neighbours (out of your price range)

Promising ZIPs with good market:

ZIP	# Houses in Market
0 98042	172
1 98038	130
2 98023	125
3 98001	120
4 98003	109

A look at how crowded these ZIPs are (including houses out of customer's range):

ZIP	# Houses in Area
0 98038	316
1 98042	309
2 98023	277
3 98001	193
4 98003	174

RECOMMENDATION

Look for the green dots/ZIPs. They are best available. Choose areas with most dots for lively neighbourhood.

Conclusion

Look for 3 bedroom houses up to 300k in July - December, Grade 7, 1000sqft+.

ZIP codes 98042, 98038, 98023, 98001, 08003 have good market for those kind of houses.

Pick areas with dense neighbourhood on the map (see html).

