



King County

Client: Nicole Johnson

Aim: Finding a new home

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, $\geq 1000\text{sqft}$** ($\sim 100\text{qm}$)
- **TIMING:** Buying **within 1 year** for lowest possible price
- **SOCIAL:** Neighbourhood should be “**lively**” and “**central**”

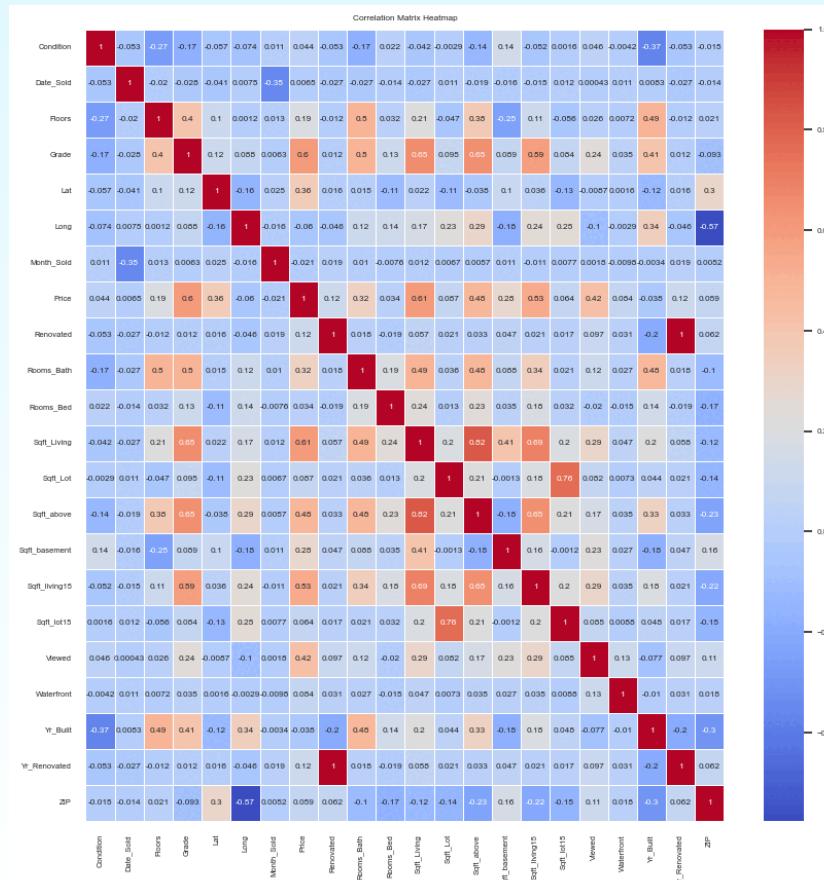


Data Approach & Assumptions

1. **Sold houses** during 9.9.2014 -1.10.2015 we see 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

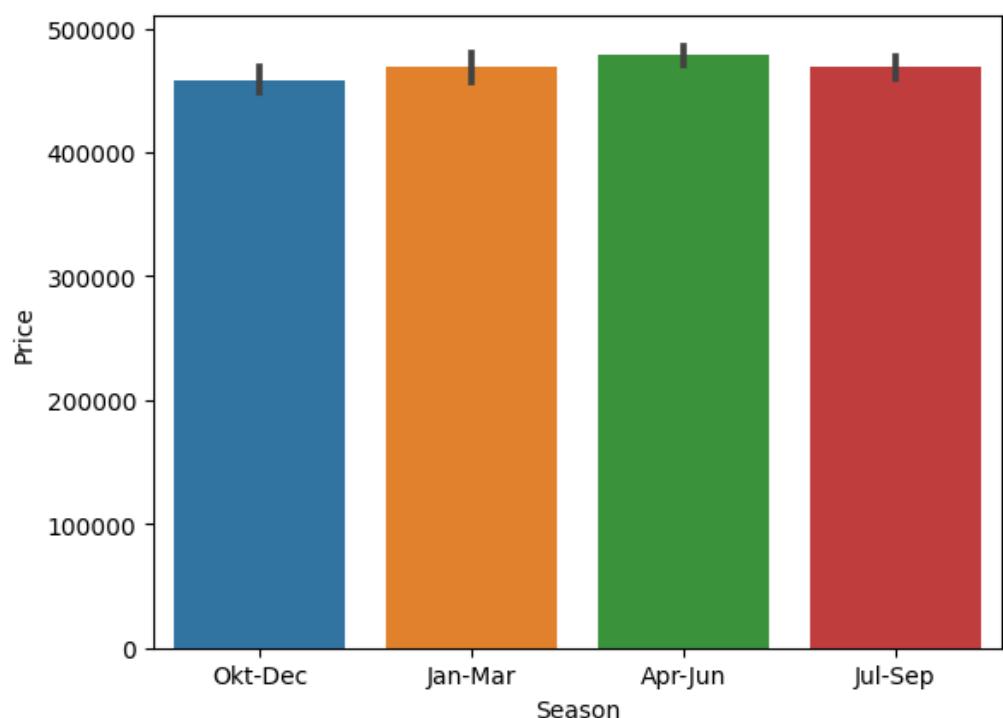
- Price: Size for Home, Height of Home, Grade
- Grade: Price, Living Size, Size of Houses nearest 15 Neighbours

CONCLUSION

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

PRICE

Influencing factors or correlation



Seasonality

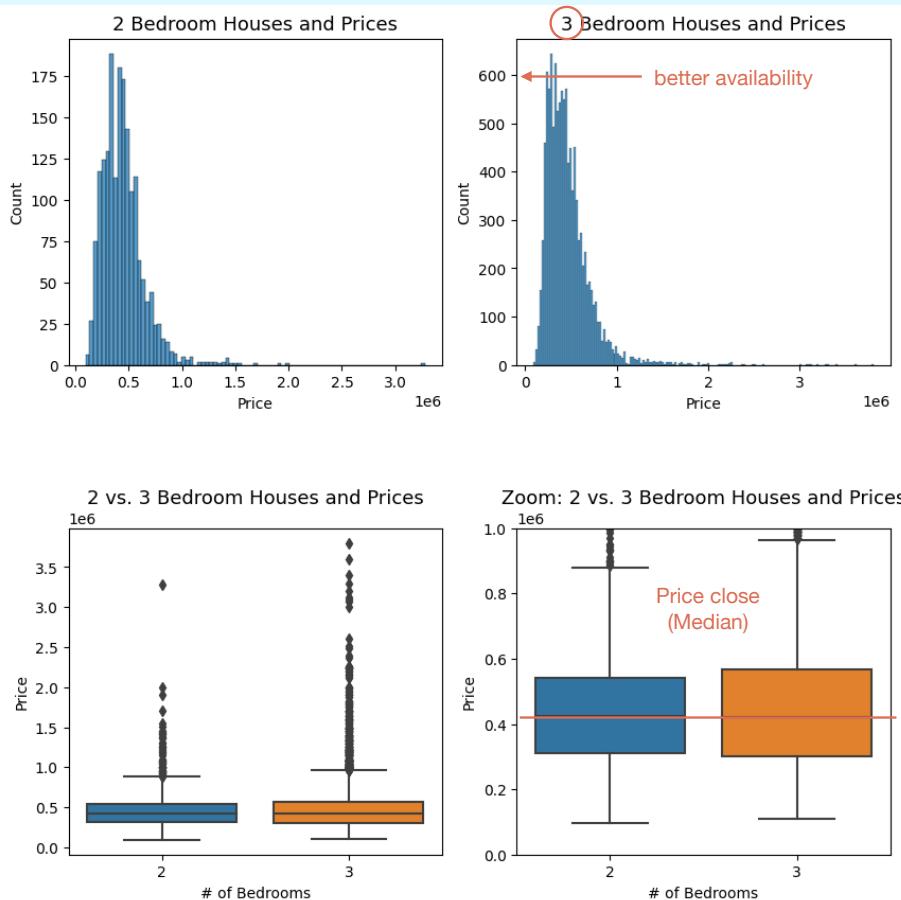
- Not much fluctuation in price month-month (not shown)
- Prices across July-December lower than in Jan-June (shown)

RECOMMENDATION

Buy house in July-December

SIZE

2 or 3 bedroom house



Price & Availability

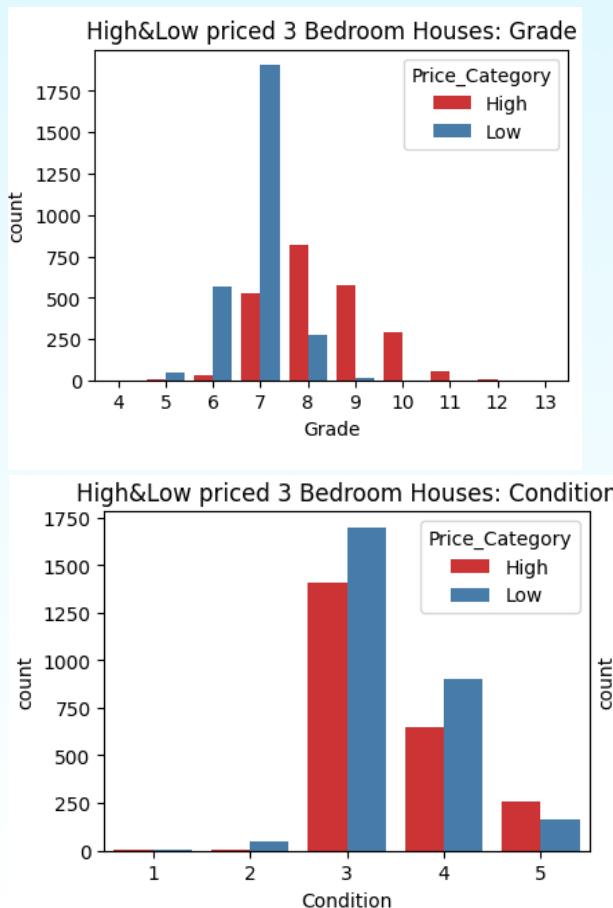
- 3 bedroom houses not necessarily more expensive
- 3 bedroom houses have better availability

RECOMMENDATION

Go with 3 bedroom houses for more flexibility and possibly not much more expensive.

SIZE

2 or 3 bedroom house



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

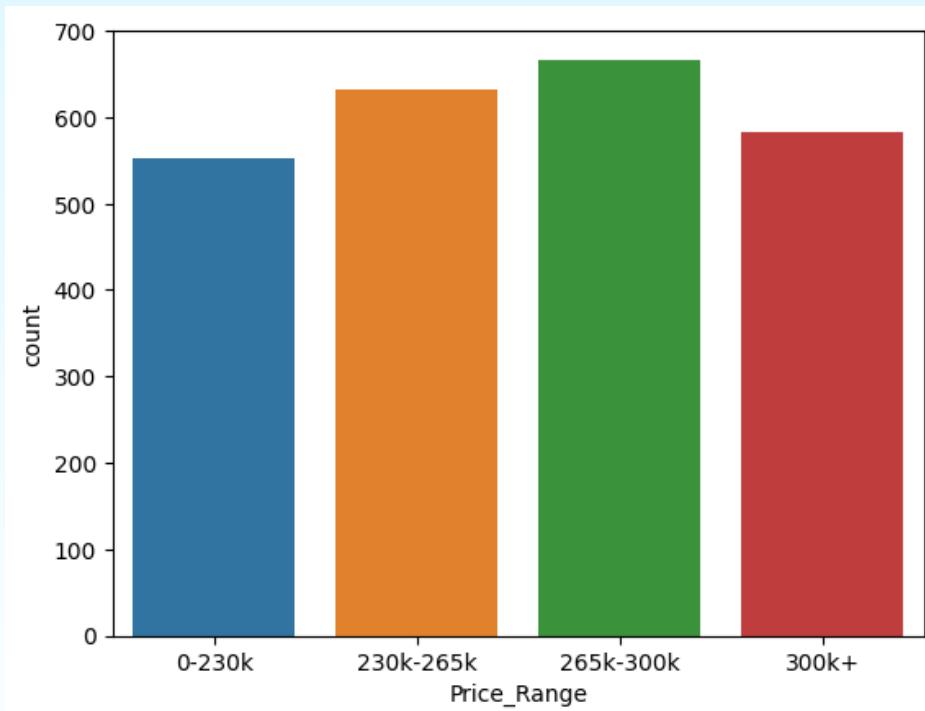
- Grade: Good availability for lower priced, mid-graded houses. Lower even better.
- Condition: Pricier and cheaper houses available in good mid condition.

RECOMMENDATION

Buy 3 bedroom house, as they are better available.

PRICE

Range and Availability



Prices in relation to availability

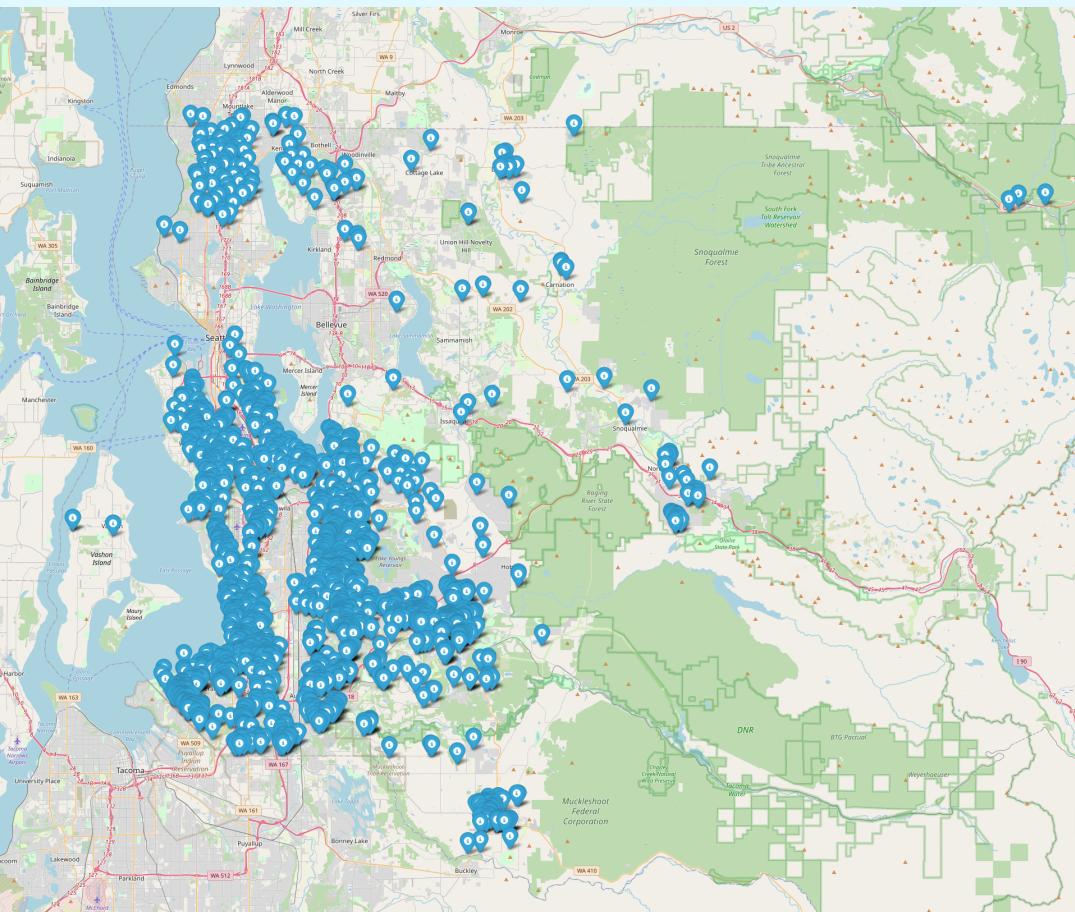
- Best Market is in range 230k-300k
- As discussed with Nicole, we include the lowest price range

RECOMMENDATION

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

TIMING

Market Landscape



Market neglecting neighbourhood:

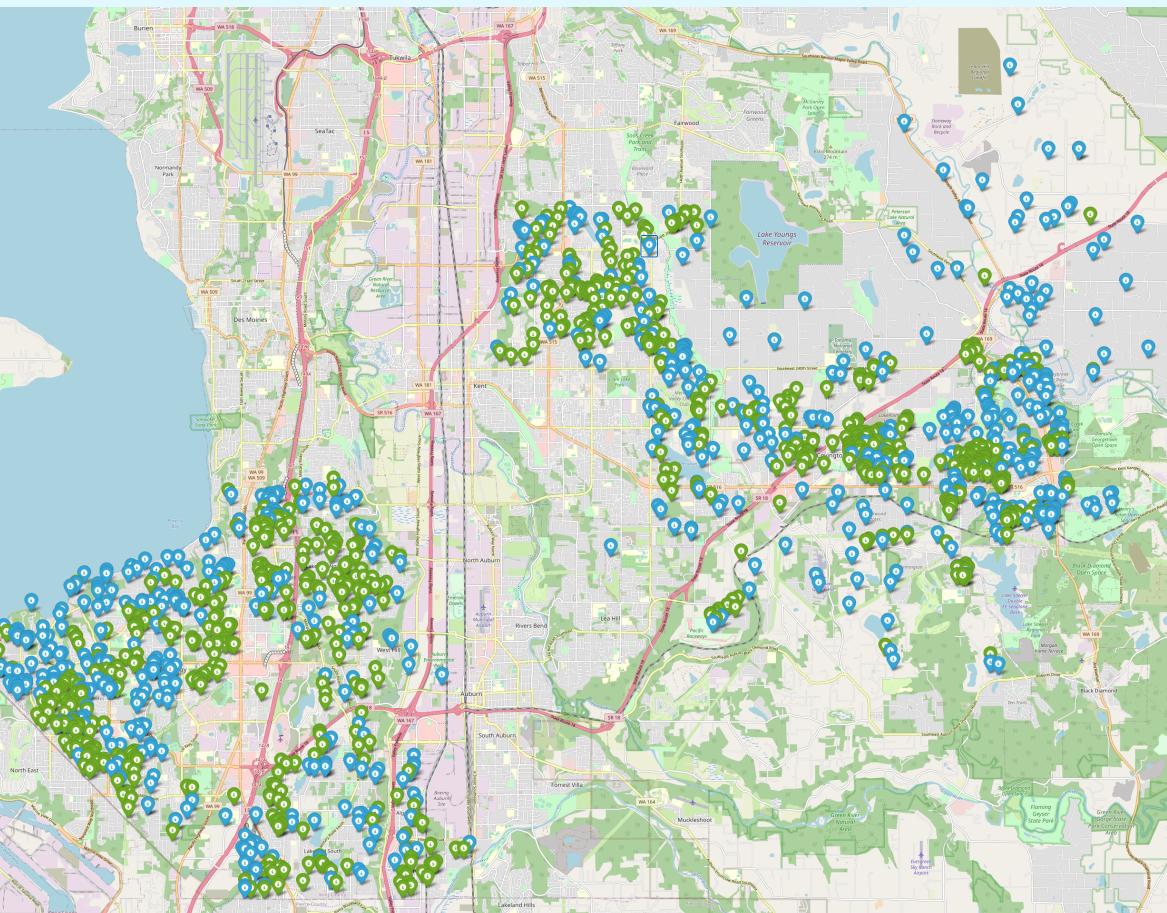
- This is the landscape of 3 bedroom houses, up to 300k, grade 7, ≥ 1000 sqft

RECOMMENDATION

You can pick any of those,
independent from
neighbourhood.

SOCIAL

Lively Neighbourhood (Crowdedness)



- **Green** dots show houses matching criteria
- **Blue** dots shows well neighbours out of your price range
- Here is a list of ZIP codes with good market:

| Promising ZIPs with good market: | |
|----------------------------------|--------------------|
| ZIP | # Houses in Market |
| 0 98042 | 172 |
| 1 98038 | 130 |
| 2 98023 | 125 |
| 3 98001 | 120 |
| 4 98003 | 109 |

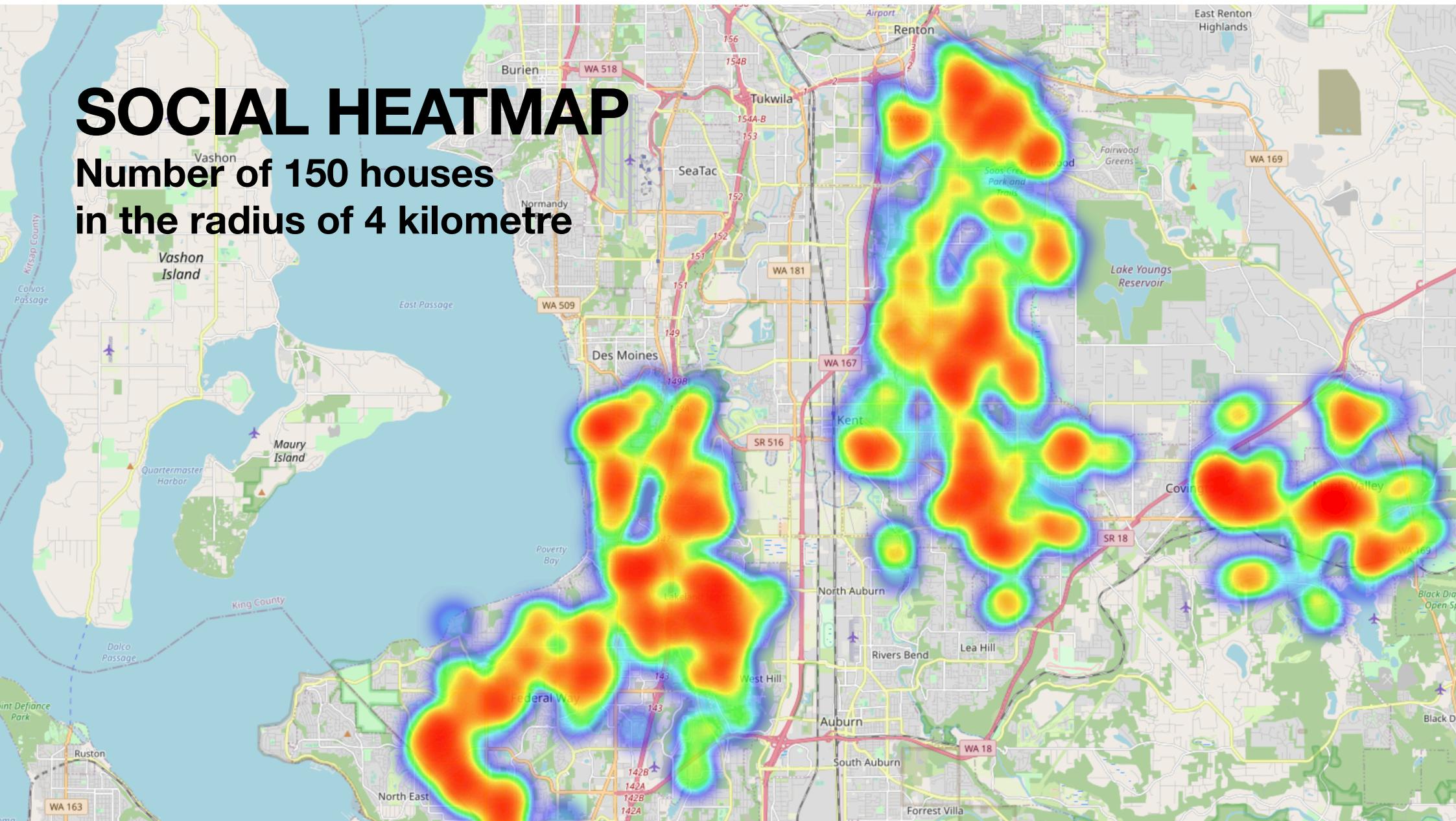
| A look at how crowded these ZIPs are (including houses out of customer's range): | | |
|--|------------------|--|
| ZIP | # Houses in Area | |
| 0 98038 | 316 | |
| 1 98042 | 309 | |
| 2 98023 | 277 | |
| 3 98001 | 193 | |
| 4 98003 | 174 | |

RECOMMENDATION

Look for the green dots/ZIPs and choose areas with most dots for lively neighbourhood.

SOCIAL HEATMAP

Number of 150 houses
in the radius of 4 kilometre





Summary

**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).**