



# King County

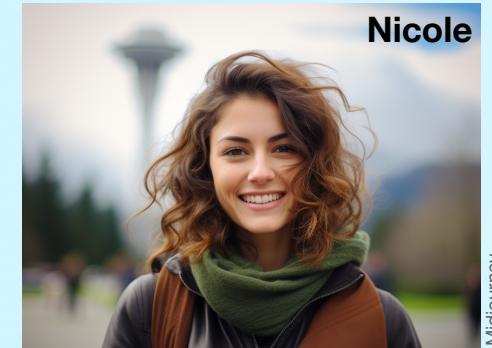
**Client: Nicole Johnson**

**Aim: Finding a new home**

**claude mindt-kries, 28.8.23**

# CASE & GOALS

Nicole Johnson is looking for a house.



## Criteria:

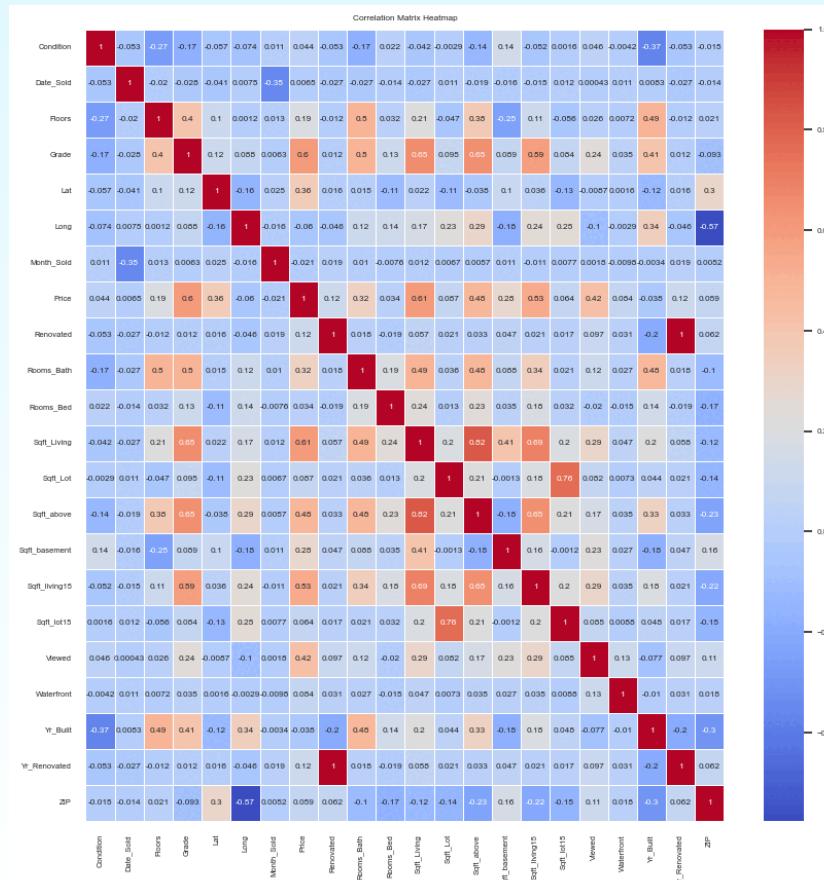
- **PRICE:** should be in “**middle price range**”
- **SIZE:** Further criteria defined in dialog with Nicole:
  - Space to raise a family (2 adults, 1-2 children)
  - Minimum **2 bedrooms, 3 if possible,  $\geq 1000\text{sqft}$**  ( $\sim 100\text{qm}$ )
- **TIMING:** Buying **within 1 year** for lowest 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

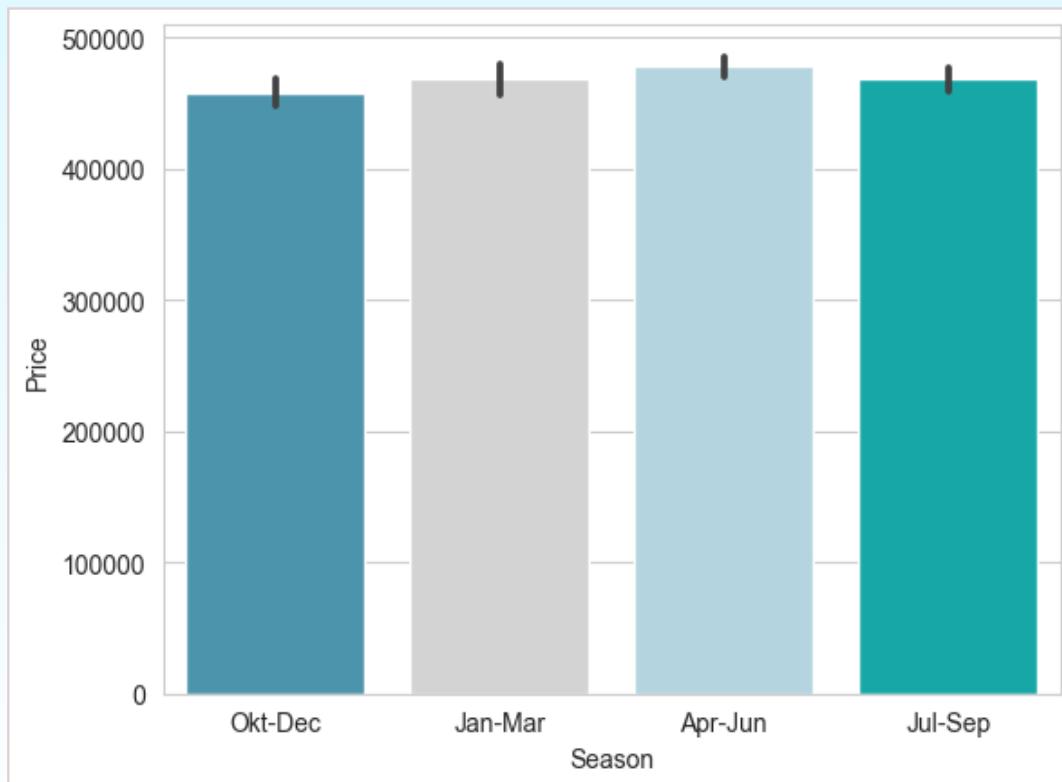
- Price: Size for Home, Height of Home, Grade
- Grade: Price, Living Size, Size of Houses nearest 15 Neighbours

## CONCLUSION

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

# PRICE

## Influencing factors or correlation



### Seasonality

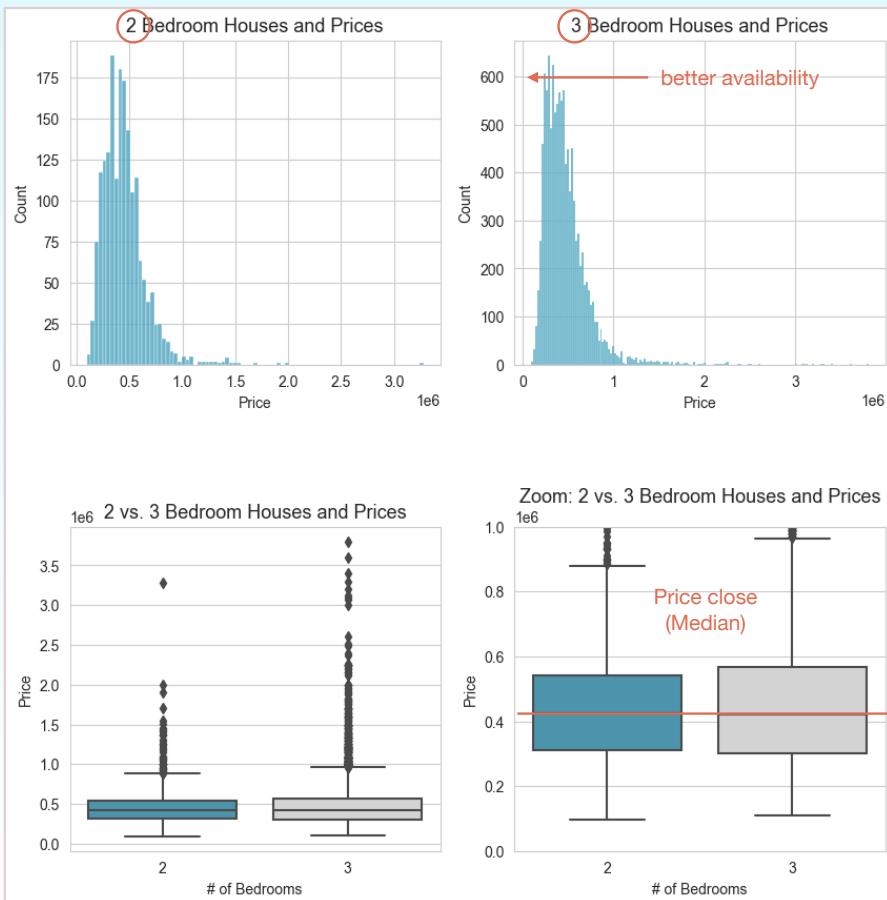
- Not much fluctuation in price month-month (not shown)
- Prices across July-December lower than in Jan-June (shown)

### RECOMMENDATION

Buy house in July-December

# SIZE

## 2 or 3 bedroom house



## Price & Availability

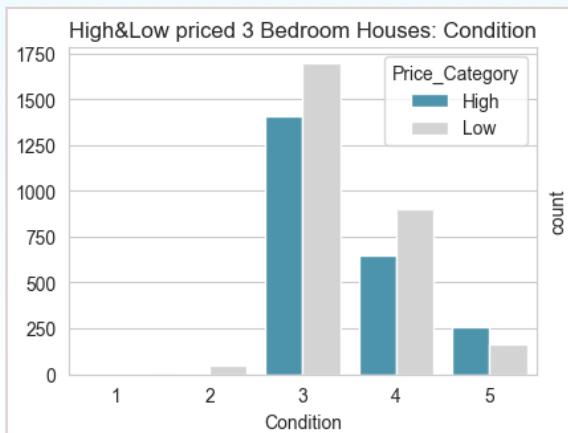
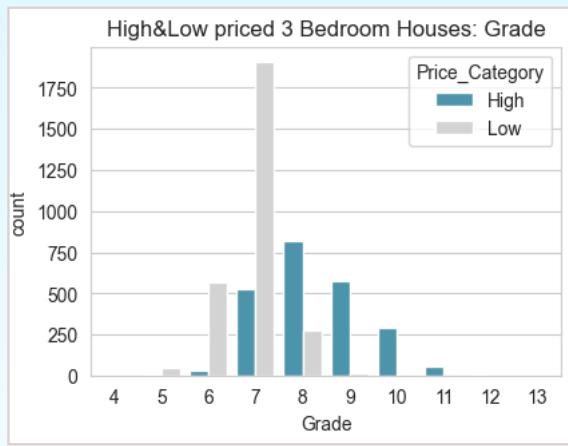
- 3 bedroom houses not necessarily more expensive
- 3 bedroom houses have better availability

## 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:

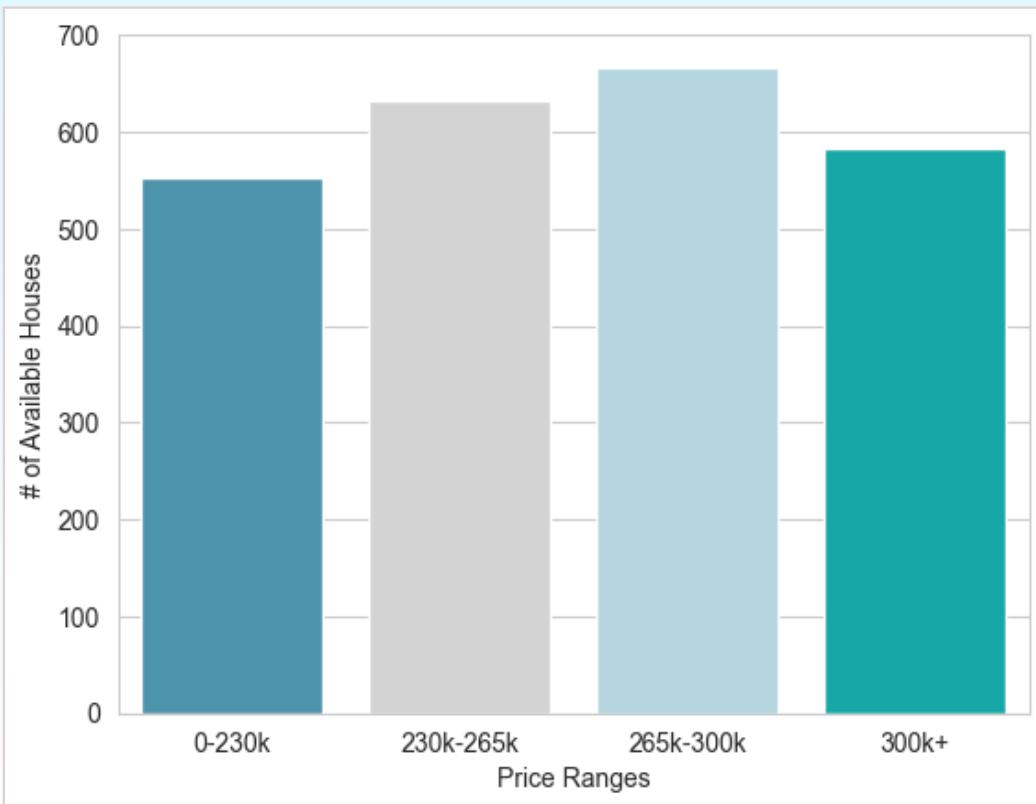
- Grade: Good availability for lower priced, mid-graded houses. Lower even better.
- Condition: Pricier and cheaper houses available in good mid condition.

### RECOMMENDATION

Buy 3 bedroom house, as they are better available.

# PRICE

## Range and Availability



### Prices in relation to availability

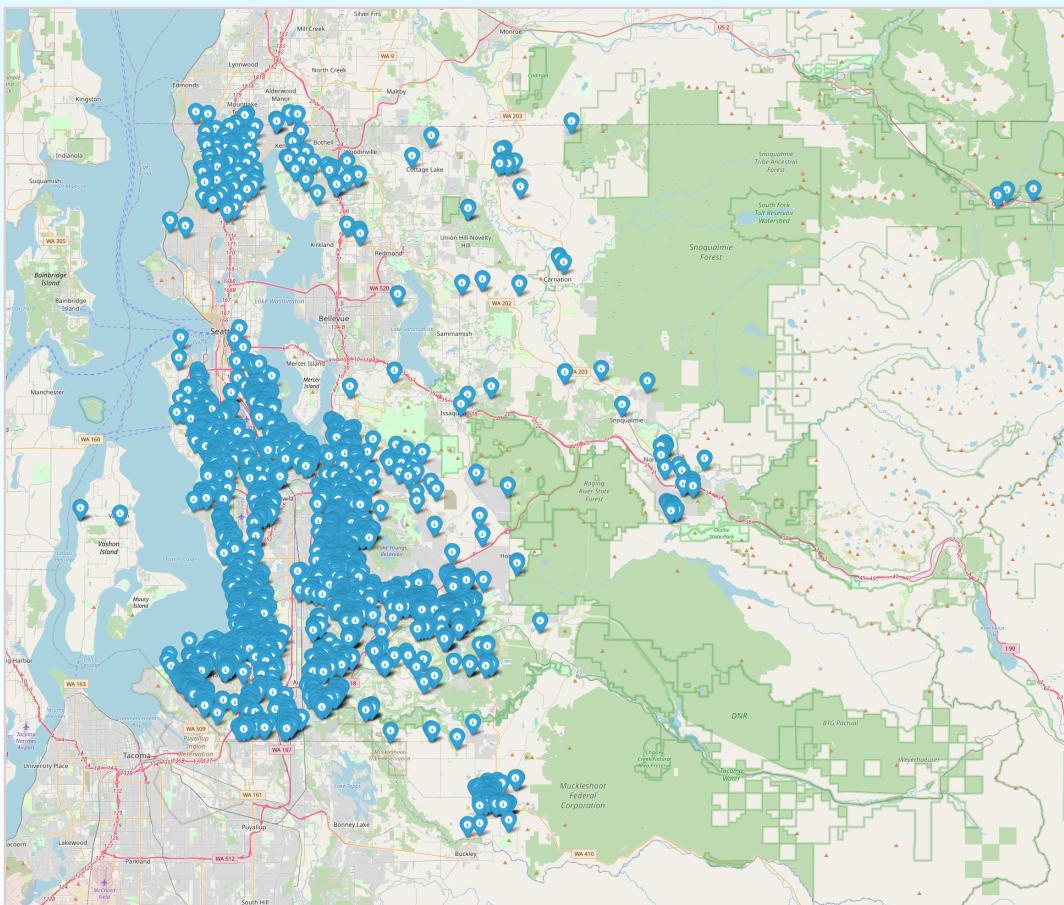
- Best Market is in range 230k-300k
- As discussed with Nicole, we include the lowest price range

### RECOMMENDATION

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

# TIMING

## Market Landscape



### Market neglecting neighbourhood:

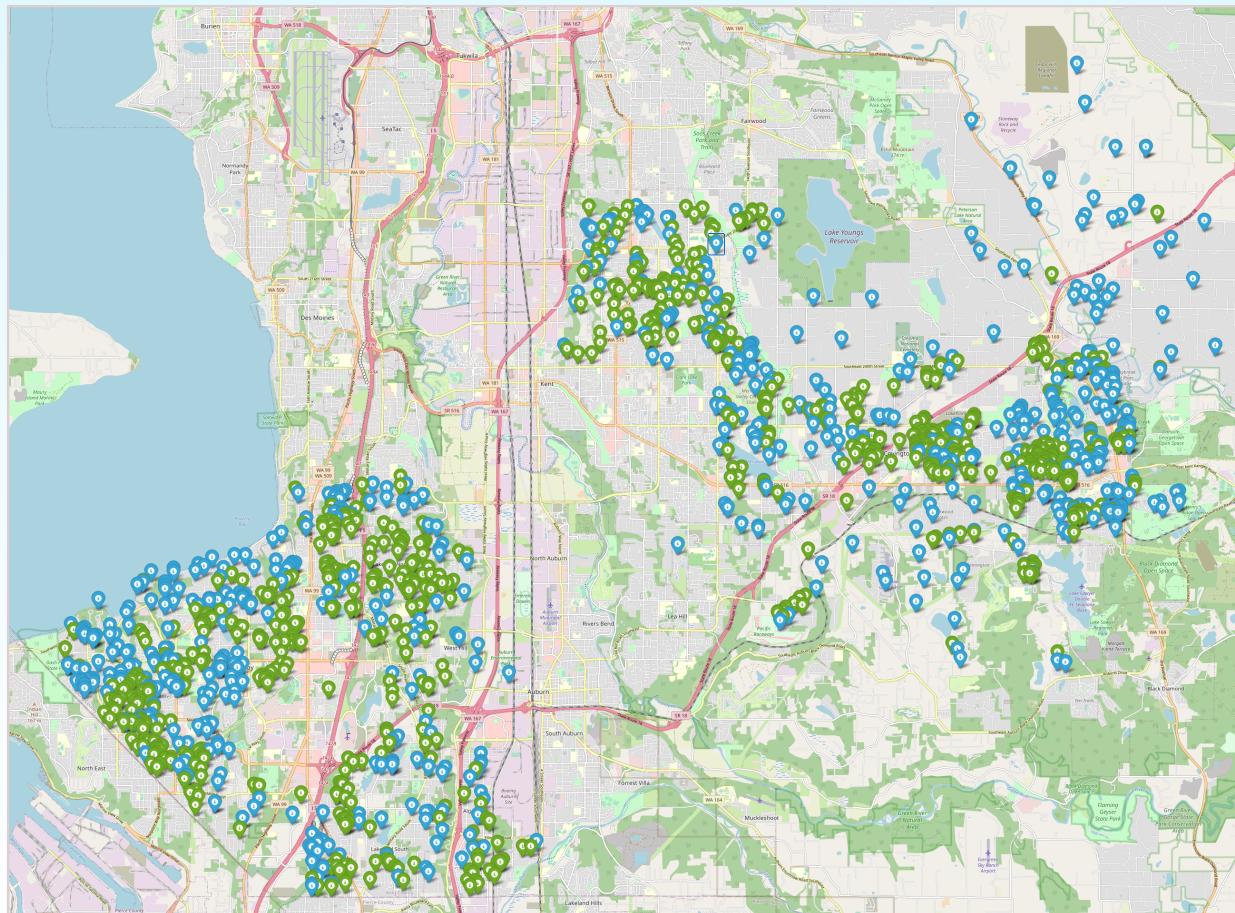
- This is the landscape of 3 bedroom houses, up to 300k, grade 7,  $\geq 1000$  sqft

### RECOMMENDATION

You can pick any of those, independent from neighbourhood.

# SOCIAL

## Lively Neighbourhood (Crowdedness)



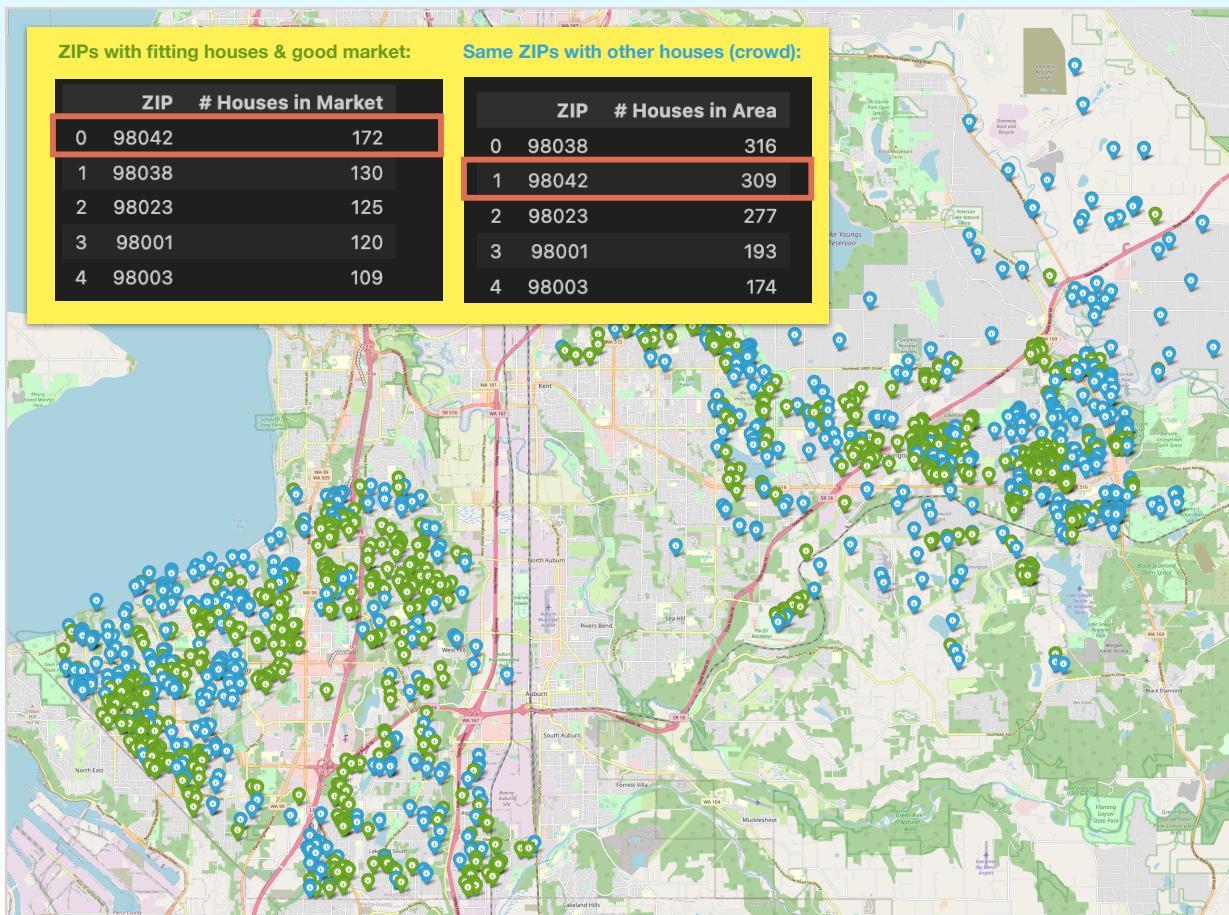
- **Green** dots show houses matching criteria
- **Blue** dots shows neighbours out of your price range as well

### RECOMMENDATION

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

# SOCIAL

## Lively Neighbourhood (Crowdedness)



### ZIP Codes

- ZIPs with available houses fitting criteria
- ZIPs and house density

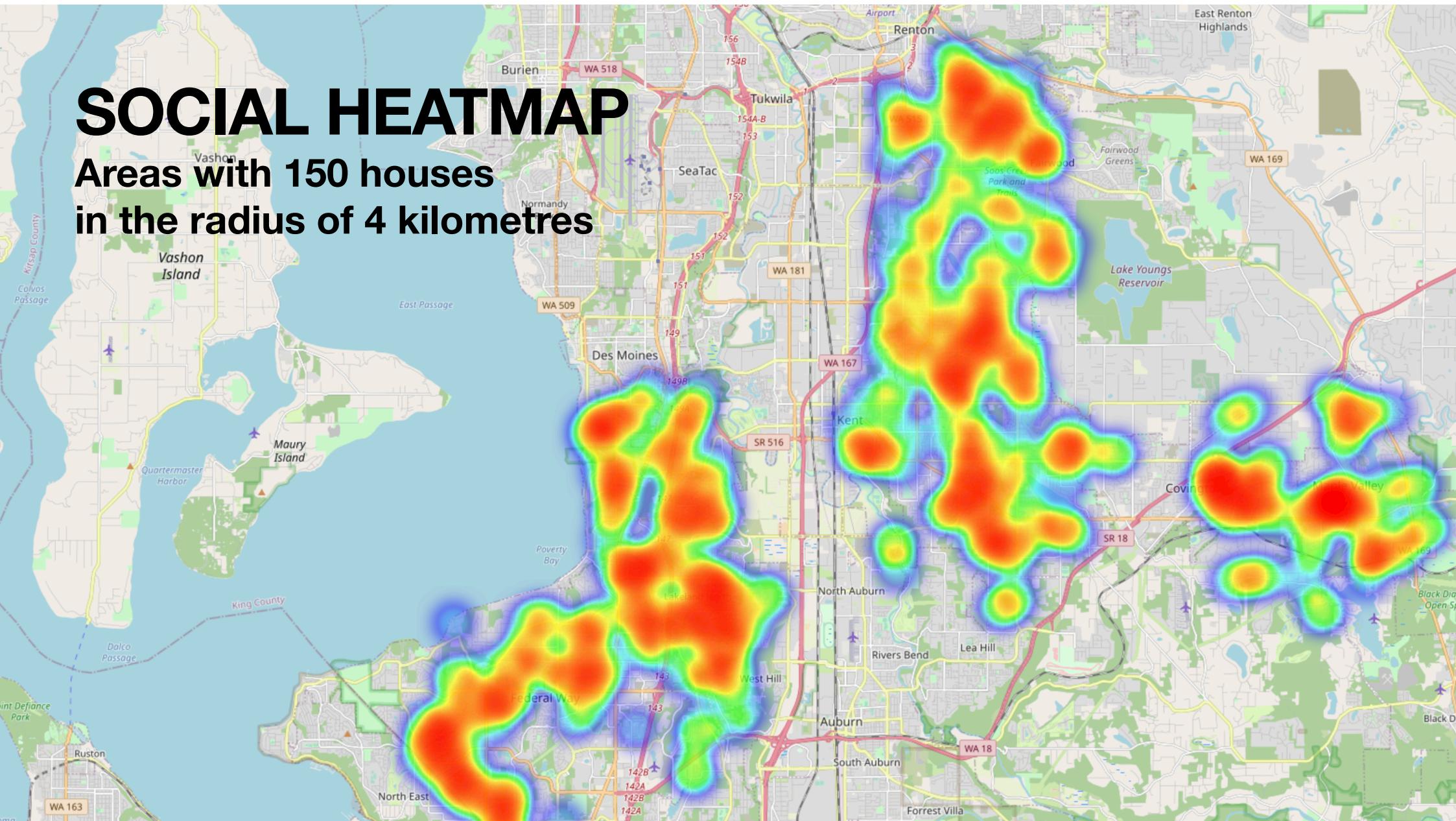
### RECOMMENDATION

Look for ZIPs and choose the ones with best market and dense neighbourhood.

-> See *interactive map*

# SOCIAL HEATMAP

Areas with 150 houses  
in the radius of 4 kilometres



# 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).**

