



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:

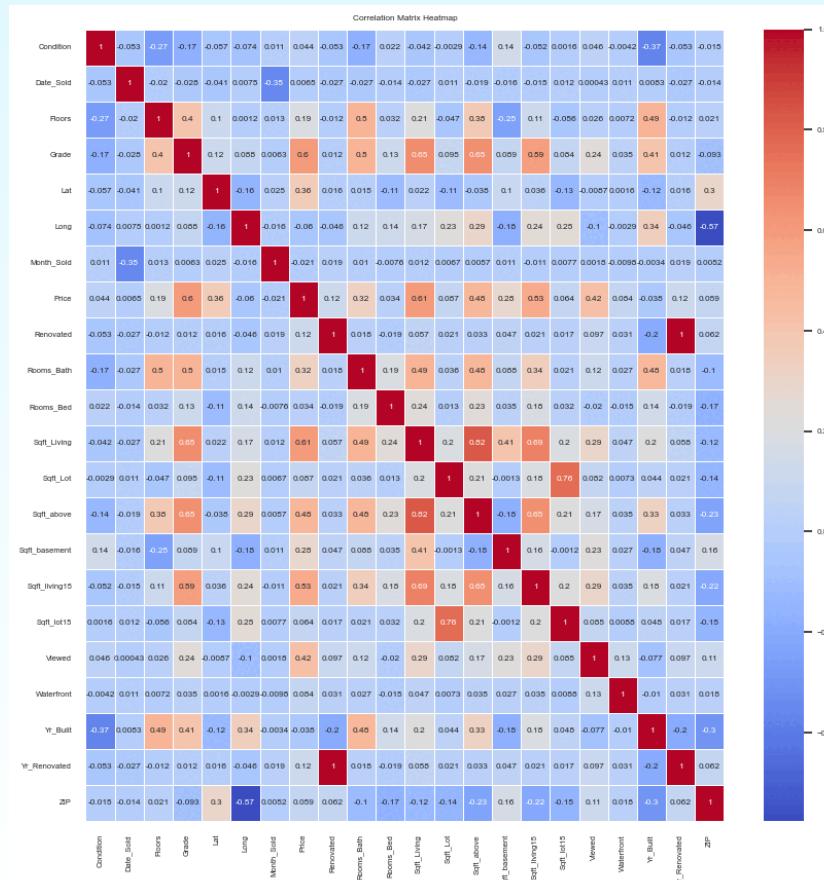
- **PRICE:** should be in “**middle price range**”
- **SIZE:** Further criteria defined in dialog with Nicole:
 - Space to raise a family (2 adults, 1-2 children)
 - Minimum **2 bedrooms, 3 if possible, $\geq 1000\text{sqft}$** ($\sim 100\text{qm}$)
- **TIMING:** Buying **within 1 year** for lowest possible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

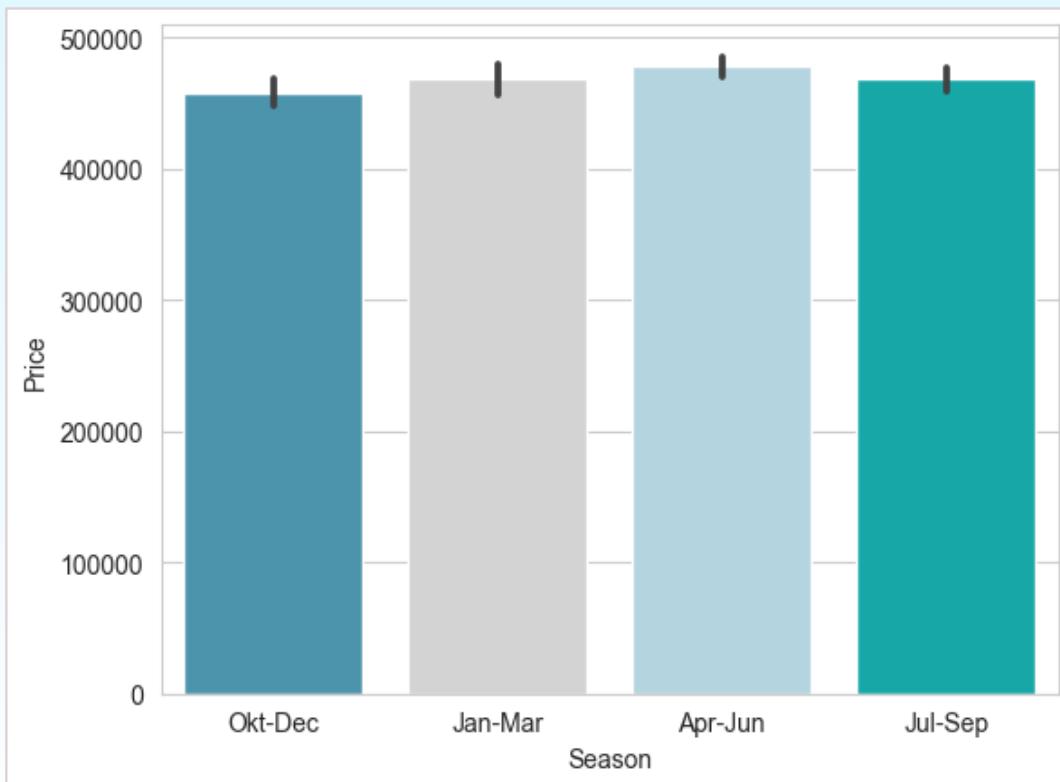
- Price: Size for Home, Height of Home, Grade
- Grade: Price, Living Size, Size of Houses nearest 15 Neighbours

CONCLUSION

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

PRICE

Influencing factors or correlation



Seasonality

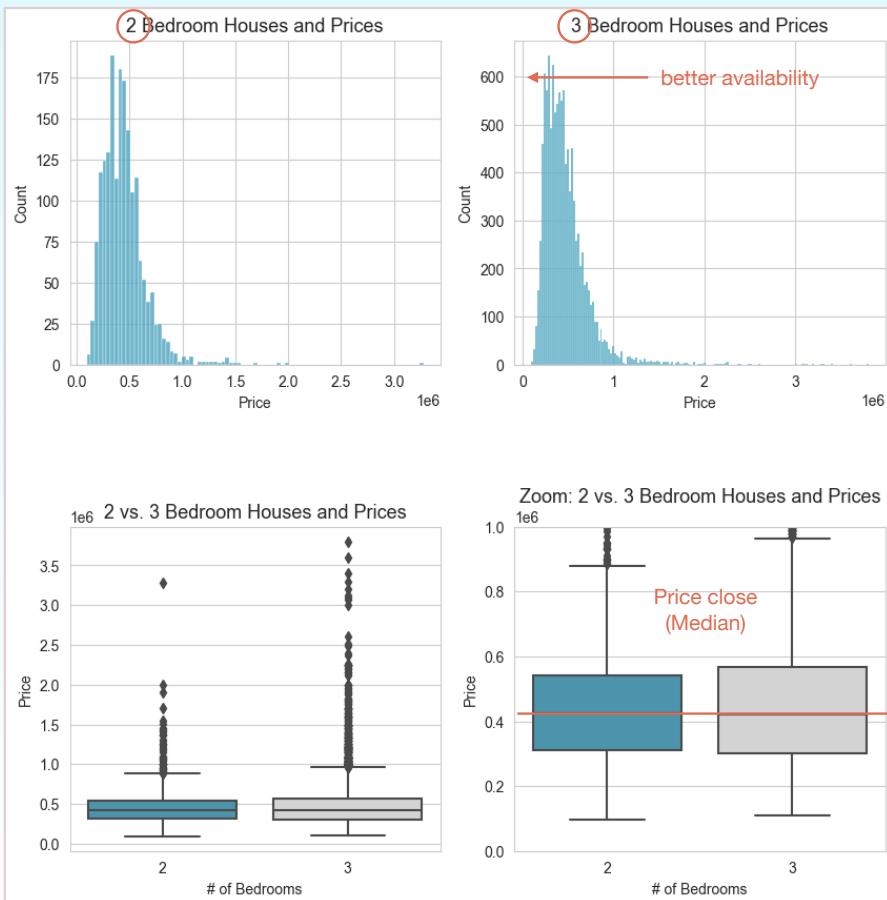
- Not much fluctuation in price month-month (not shown)
- Prices across July-December lower than in Jan-June (shown)

RECOMMENDATION

Buy house in July-December

SIZE

2 or 3 bedroom house



Price & Availability

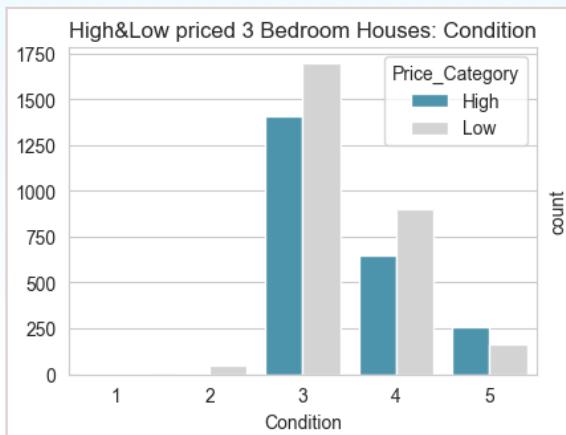
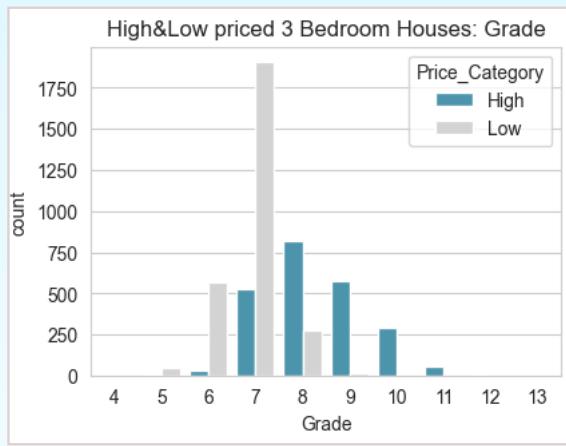
- 3 bedroom houses not necessarily more expensive
- 3 bedroom houses have better availability

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:

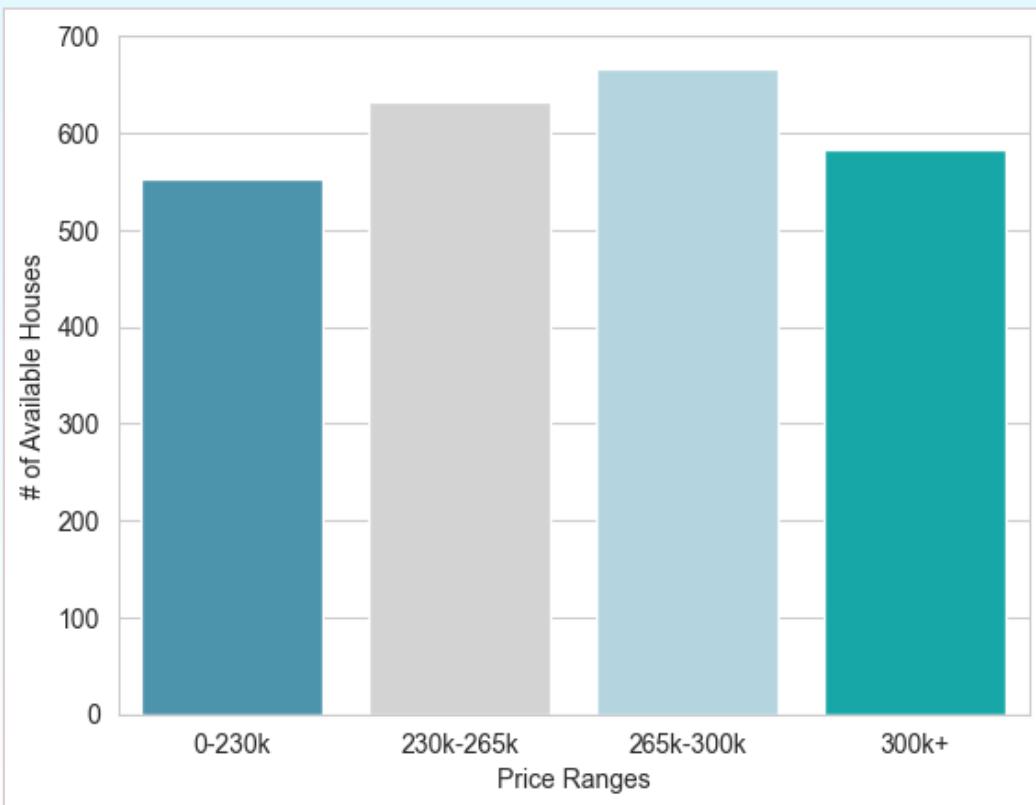
- Grade: Good availability for lower priced, mid-graded houses. Lower even better.
- Condition: Pricier and cheaper houses available in good mid condition.

RECOMMENDATION

Buy 3 bedroom house, as they are better available.

PRICE

Range and Availability



Prices in relation to availability

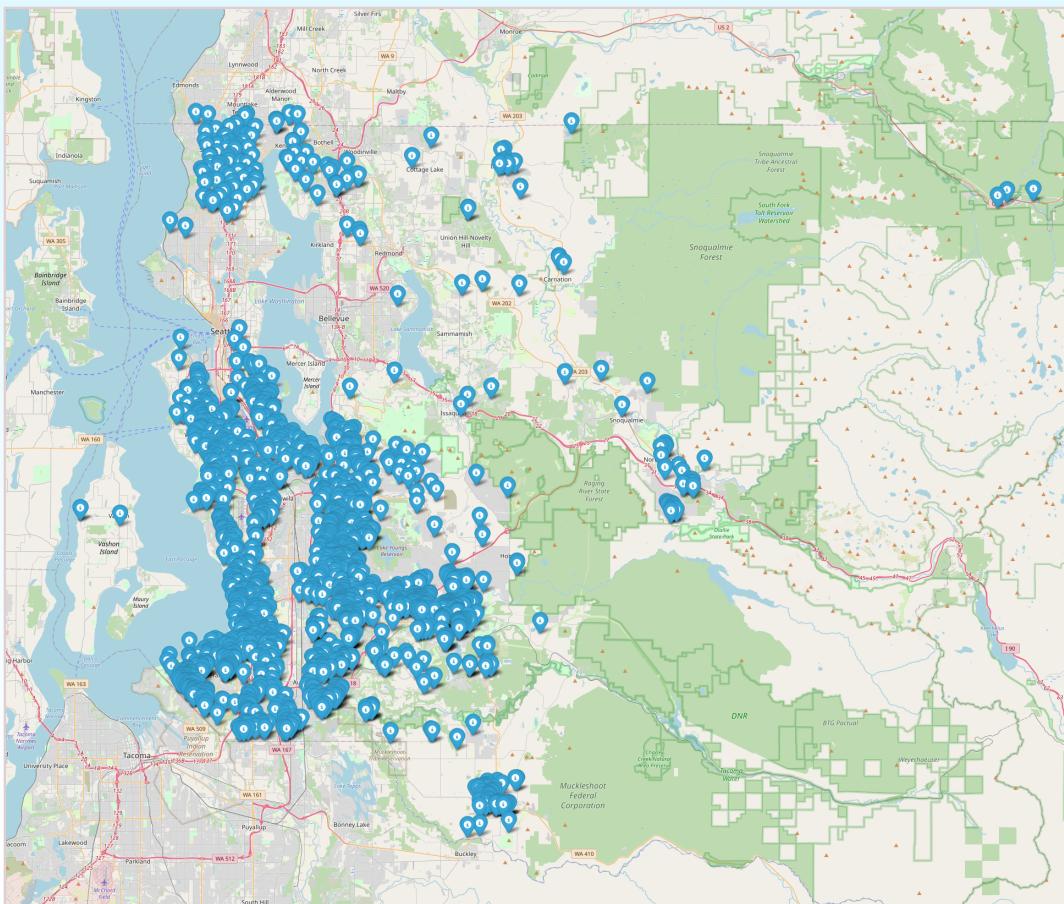
- Best Market is in range 230k-300k
- As discussed with Nicole, we include the lowest price range

RECOMMENDATION

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

TIMING

Market Landscape



Market neglecting neighbourhood:

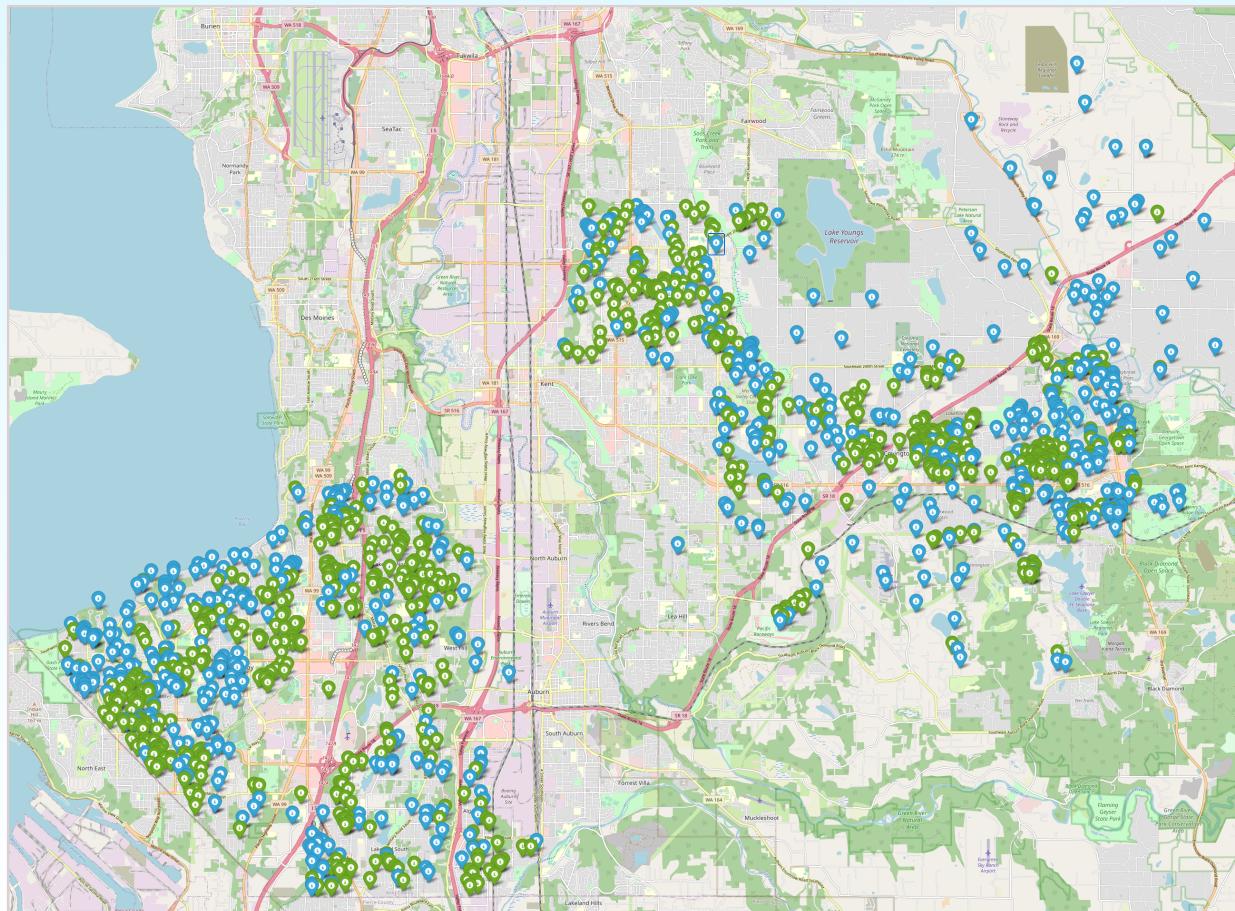
- This is the landscape of 3 bedroom houses, up to 300k, grade 7, ≥ 1000 sqft

RECOMMENDATION

You can pick any of those, independent from neighbourhood.

SOCIAL

Lively Neighbourhood (Crowdedness)



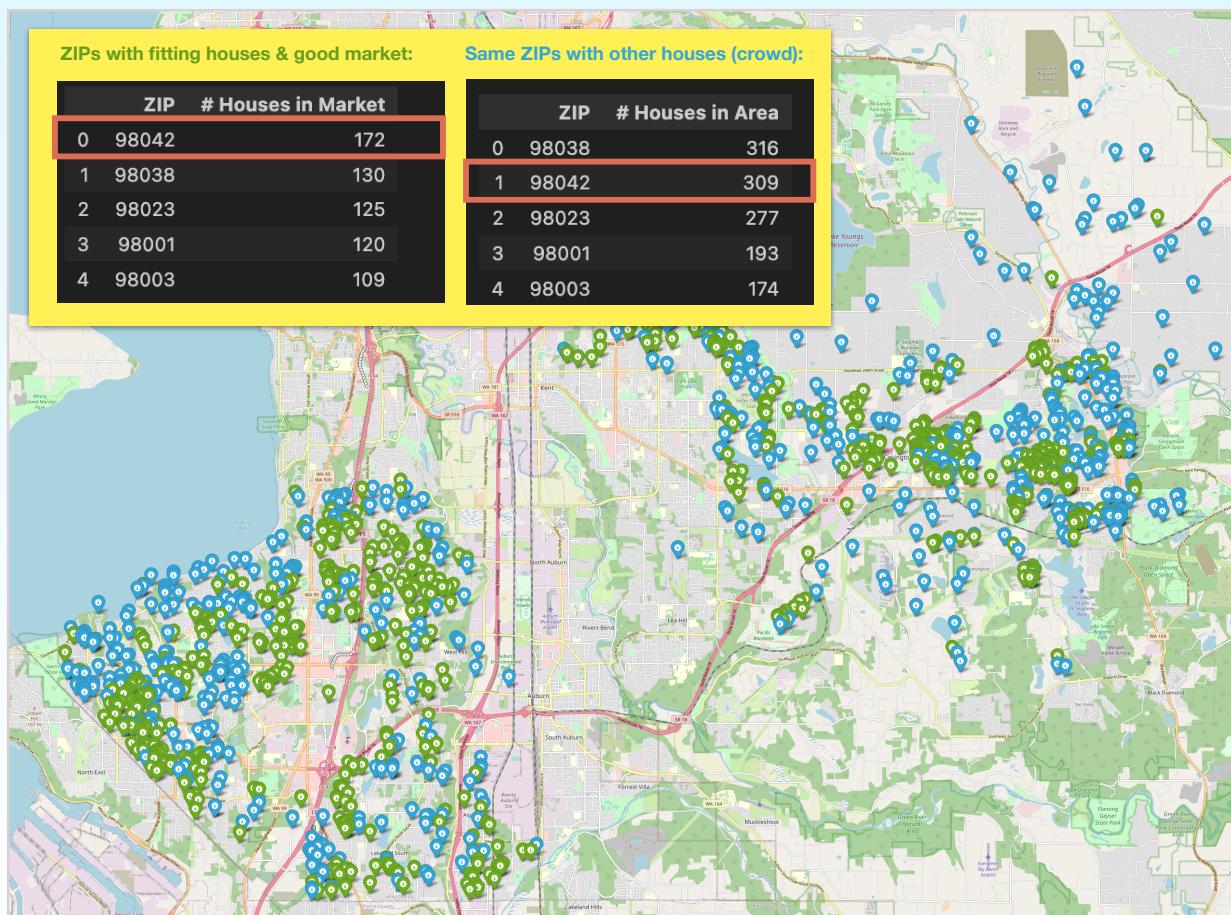
- **Green** dots show houses matching criteria
- **Blue** dots shows neighbours out of your price range as well

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

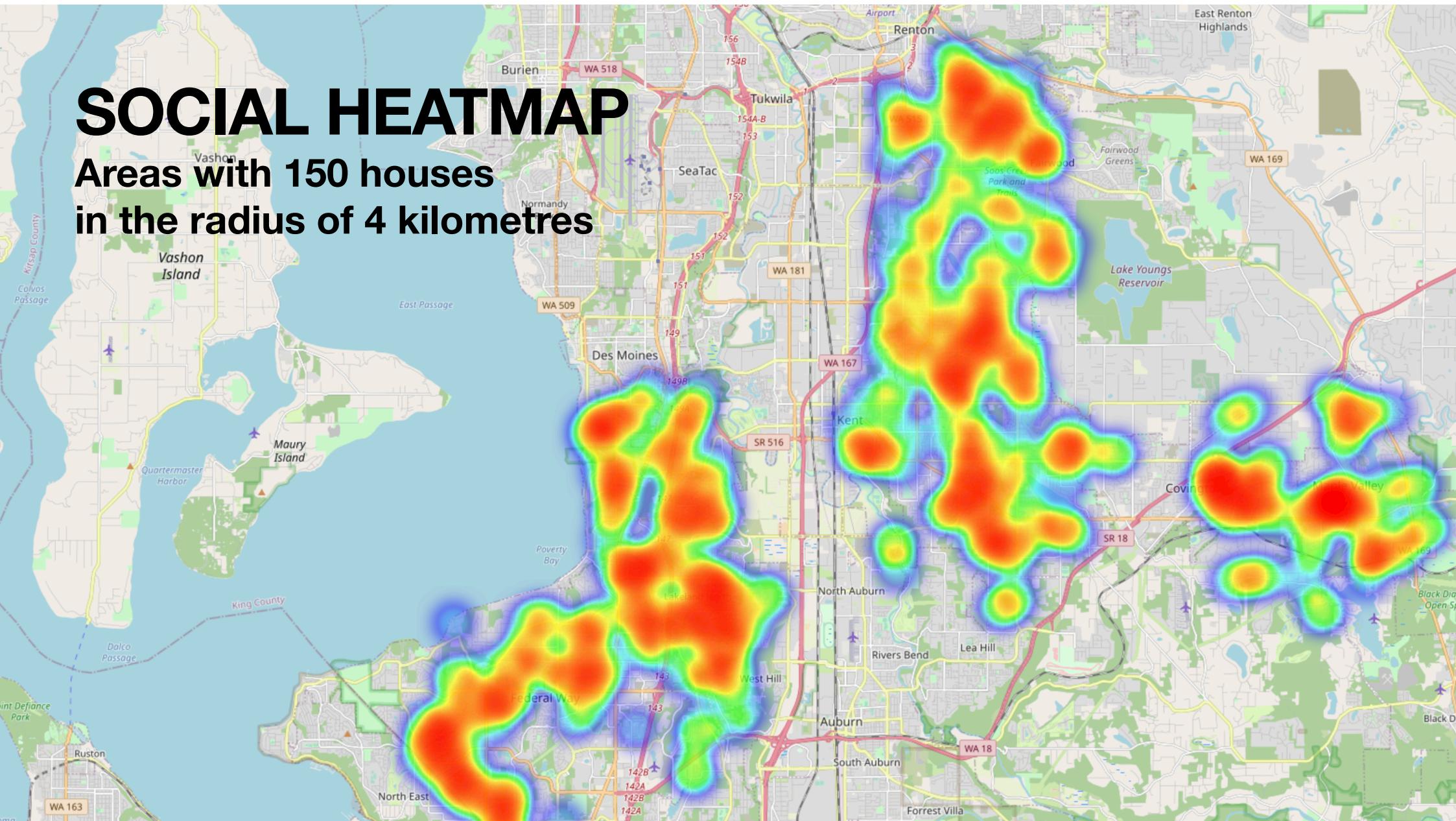
RECOMMENDATION

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).**