Predictive Modeling in Preemptive Real Estate Wholesale Marketing

Milestone One Presentation

Student: Justin Milner
Advisor: Dr. Thomas Kinsman
Recap: The background

Seller → Wholesaler → Investor
Recap: Milestone one previously

Milestone 1.0 August 31st
Dataset is completed
Batch proportions are completed
Website is completed
Emails and postcards are ready to send

This did happen

Milestone 1.1: September 1st
First non-predictive modeled batch (of three) is sent.

But not on schedule
Why Your Post Office Packages Are Delayed

It's not so much what the current Postmaster General is doing as much as what the federal government has not done.

By Aaron Gordon

USPS crisis: Why mail is delayed, what that means for the election and what's being done about it

The United States Postal Service is at the center of a debate that involves the US presidential election this fall. Here's everything you need to know about voting by mail in the general election.
New milestone one:

**Milestone 1.0** September 15th
Dataset is completed
Batch proportions are completed
Website is completed
Emails and postcards are ready to send

**Milestone 1.1:** September 15th
First non-predictive modeled batch (of three) is sent.
You're receiving this card because your property was identified as a desirable investment property. To receive an offer, or to get more information about what Milner REI can provide you with, call us, email us, or visit our website.

· Justin Milner - Milner REI
  justin@milnerrei.com
  www.milnerrei.com
  6073425722
Milner REI would like to make an offer on your property

Hello,

You're receiving this message because one of your properties was identified as a desirable investment property.

To receive an offer, or to get more information about what Milner REI can provide you with:
- visit our website at www.milnerrei.com
- call us at 607-342-5722
- or respond to this email

Milner REI is a network of real estate investors in Tompkins County. We can complete a property sale in as fast as two weeks. Further, home staging and repairs are not required.

Hope to hear from you soon,

Justin Milner
Milestone 2 Updated

Milestone 2.0 October 9th – 14th
Predictive modeling technique is completed and trained.

Milestone 2.1 October 10th – 15th
First predictive modeled batch (of three) is sent.

There will be only 2 iterations of contact
Milestone 2 Progress

Completed:

- Data prepped (dummy variables created)
- Classifiers: Adaboost, ANN, Decision Tree, Logistic Regression, Naive Bayes, Random Forest, Support Vector Machine
- 10-fold cross validation

To do:

- Adjust cost function