

CASE STUDY

About the Company

- Digital real estate investment company
- Manages a portfolio of over 4 million domain names
- Specializes in domain monetization and development
- Features a domain name marketplace with presence in more than 100 countries

Goals

- Automate domain valuation process for acquisition purposes
- Decrease expenditure in manual pricing of domain names
- Identify low-value domains to drop them and reduce renewal costs

Approach

- Develop a statistical model relating domain characteristics with selling price
- The statistical model would also classify the domains into various categories to streamline the company's workflow
- Deploy the model to use it as a real-time decision tool

Digital Real Estate Portfolio Manager Utilizes Statistical Model to Streamline their Domain Name Trading Procedures.

The company specializes in Digital Real Estate Management. Their main business line consists of purchasing domain names, attempting to increase their value (by monetizing them, driving traffic to them, etc.) and then sell them at a higher price.

The most important challenge facing this company lies in the domain valuation procedure. For most domain names, the price was assessed by conducting a "manual" review, which consists of a review done by the company's staff and a pricing recommendation based on it.

Given the large amount of domain names that become available for purchasing every day, this procedure is extremely costly, time-consuming, and error-prone. Precision Consulting was approached to:

- Review and analyze a database of billions of domain names and their characteristics, such as existing traffic, keyword value, Alexa ranking, number of inbound links, etc.
- Based on this dataset, develop a model that would help:
 - produce an estimate of the value of the domain
 - categorize the domain into "valueless", "automatic pricing" or "premium"

Solution

Precision Consulting worked with the company to understand its goals and analysis objectives. Precision's expertise in Statistical Modeling allowed creating a model that would produce a forecast of the domain name price based solely on the available information about the domain, without any human intervention required.

The modeling was conducted in two steps. First, a binary logistic regression model was used to estimate the probability that the company would be able to sell a given domain in the future. Following that, General Linear Model analysis was used to estimate the dollar value of a domain assuming that the sale occurred.

Real Estate A Case Study Approach

Conrad R. Richards



Real Estate A Case Study Approach:

Real Estate William J. Poorvu, 1993 This book presents complete well organized coverage of the broad expanse of Texas real estate law with its many special features and complexities Jacobus discusses what the law has been in the past before moving to what it is in the present all with a perfect balance of principle and practice The Seventh Edition reflects many major changes in and additions to the law throughout recent times

Real Estate William J. Poorvu, 1992-03-01 This book presents complete well organized coverage of the broad expanse of Texas real estate law with its many special features and complexities Jacobus discusses what the law has been in the past before moving to what it is in the present all with a perfect balance of principle and practice The Seventh Edition reflects many major changes in and additions to the law throughout recent times

Real Estate Market Analysis Deborah L. Brett, Adrienne Schmitz, 2015 First ed entered under Adrienne Schmitz

Corporate Real Estate Strategies John F. Tsui, 1986

Market Analysis for Real Estate Rena

Mourouzi-Sivitanidou, 2020-08-06 Market Analysis for Real Estate is a comprehensive introduction to how real estate markets work and the analytical tools and techniques that can be used to identify and interpret market signals The markets for space and varied property assets including residential office retail and industrial are presented analyzed and integrated into a complete understanding of the role of real estate markets within the workings of contemporary urban economies Unlike other books on market analysis the economic and financial theory in this book is rigorous and well integrated with the specifics of the real estate market Furthermore it is thoroughly explained as it assumes no previous coursework in economics or finance on the part of the reader The theoretical discussion is backed up with numerous real estate case study examples and problems which are presented throughout the text to assist both student and teacher Including discussion questions exercises several web links and online slides this textbook is suitable for use on a variety of degree programs in real estate finance business planning and economics at undergraduate and MSc MBA level It is also a useful primer for professionals in these disciplines

Real Estate and GIS Richard Reed, Chris Pettit, 2018-07-17 Real Estate and GIS focuses on the application of geographic information systems GIS and mapping technologies in the expanding property and real estate discipline Whilst a thorough understanding of location is understood to be fundamental to the property discipline real estate professionals and students have yet to harness the full potential of spatial analysis and mapping in their work This book demonstrates the crucial role that technological advances can play in collecting organising and analysing large volumes of real estate data in order to improve decision making International case studies chapter summaries and discussion questions make this book the perfect textbook for property and applied GIS courses Property and real estate professionals including surveyors valuers property developers urban economists and financial analysts will also find this book an invaluable guide to the understanding and application of GIS technology within a real estate industry context

Routledge Companion to Real Estate Development

Graham Squires, Erwin Heurkens, Richard Peiser, 2017-09-07 Real estate development shapes the way

people live and work playing a crucial role in determining our built environment Around the world real estate development reflects both universal human needs and region specific requirements and with the rise of globalization there is an increasing need to better understand the full complexity of global real estate development This Companion provides comprehensive coverage of the major contemporary themes and issues in the field of real estate development research Topics covered include social and spatial impact markets and economics organization and management finance and investment environment and sustainability design land use policy and governance A team of international experts across the fields of real estate planning geography economics and architecture reflect the increasingly interdisciplinary nature of real estate studies providing the book with a depth and breadth of original research Following on from the success of the textbook International Approaches to Real Estate Development the Routledge Companion to Real Estate Development provides the up to date research needed for a full and sophisticated understanding of the subject It will be an invaluable resource to students researchers and professionals wishing to study real estate development on an international scale

International Approaches to Real Estate Development Graham Squires, Erwin Heurkens, 2014-08-13 An international approach to the study and teaching of real estate is increasingly important in today's global market With chapters covering numerous countries and every continent International Approaches to Real Estate Development introduces real estate development theory and practice to students and professionals in the comparative international context The book provides readers with a global compendium written by an international team of experts and includes key features such as Chapters covering the United States United Kingdom Netherlands Hungary United Arab Emirates Bahrain and Qatar Ghana Chile India China Hong Kong and Australia An introduction providing theory and concepts for comparative analysis Discussion and debate surrounding international real estate development in its approach characteristics geography implementation and outcomes A concluding chapter which brings together comparative analyses of the different real estate development case study findings Reflections on the global financial crisis and the new real estate development landscape Further reading and glossary The wide range of case studies and the mix of textbook theory with research mean this book is an essential purchase for undergraduate and postgraduate students of real estate property development urban studies planning and urban economics

Legal, Tax and Accounting Strategies for the Canadian Real Estate Investor Steven Cohen, George Dube, 2010-10-12 Legal Tax and Accounting Strategies for the Canadian Real Estate Investor begins and ends with the premise that buying property in Canada can be a smart safe and successful way to invest your money However like most things in life success requires hard work You need to do your homework understand what you are buying and know the pros and cons of various decisions Most importantly you also need to know how to structure and maintain your investment That's where we come in Experience is a good teacher but its lessons can be nasty and in the real estate business mistakes can cost you big bucks Our goal with this book is to help you do it right the first time Rest assured that this book covers a vast range

of topics and you're going to appreciate its breadth and depth if you're wondering about things like whether you should opt for a sole proprietorship versus a partnership or corporate ownership strategy. There are things you can do to manage the way HST impacts your real estate investment business. You need information about the tax implications of a real estate disposition. You can change your bookkeeping system to better meet your needs and those of your accountant. Who Are We This book was written by two individuals whose collective experience in helping Canadians make wise property investment decisions spans several decades. Steve Cohen is a securities lawyer with a great deal of experience in the real estate sector. George Dube is a chartered accountant whose knowledge is based on many years of helping clients with their property buying needs. Both Steve and George are real estate investors themselves. Working from this foundation, we have put together the definitive guide on how to build a successful real estate portfolio in Canada from a legal, tax, and accounting perspective.

Psychology Sales Zuri Deepwater, AI, 2025-03-03 Psychology Sales explores the powerful connection between behavioral science and sales effectiveness, revealing how understanding buyer behavior can dramatically improve results. It delves into how cognitive biases, those mental shortcuts we all use, influence purchasing decisions. By understanding biases like loss aversion or framing effects, salespeople can craft more persuasive messaging. The book also highlights the impact of social influence, demonstrating how concepts like social proof can drive sales. These insights move beyond traditional sales tactics, tapping into the underlying psychological reasons why people buy, leading to increased customer loyalty. The book bridges the gap between academic research and practical sales strategies, offering a framework for developing a psychology-driven approach. Beginning with foundational concepts like the endowment effect, it progresses to specific applications such as building trust and overcoming objections. Real-world examples and case studies illustrate each concept, making it accessible and actionable. This approach emphasizes ethical sales practices and building long-term customer relationships, providing a valuable resource for sales professionals, marketing managers, and business owners seeking to enhance their sales performance.

Routledge Handbook of Sustainable Real Estate Sara Wilkinson, Tim Dixon, Norm Miller, Sarah Sayce, 2018-03-21 With the built environment contributing almost half of global greenhouse emissions, there is a pressing need for the property and real estate discipline to thoroughly investigate sustainability concerns. The Routledge Handbook of Sustainable Real Estate brings together the latest research of leading academics globally, demonstrating the nature and extent of the impact, as well as suggesting means of mitigating humankind's impact and building resilience. Four sections examine the different aspects of sustainable real estate: governance and policy, valuation, investment, and finance, management, redevelopment, and adaptation. Covering all land uses from residential to commercial, retail, and industrial, the Routledge Handbook of Sustainable Real Estate is an exciting mixture of received wisdom and emerging ideas and approaches from both the developed and developing world. Academics, upper-level students, and researchers will find this book an essential guide to the very best of sustainable real estate research.

Real Estate Valuation Theory Ko Wang, Marvin L.

Wolverton,2012-12-06 Real Estate Valuation Theory is organized around five categories of intellectual contribution to the whole appraiser decision making and valuation accuracy application of nontraditional appraisal techniques such as regression and the minimum variance grid method appraising contaminated property ad valorem tax assessment and new perspectives on traditional appraisal methods One common thread is that all of the papers are exceptionally well written and thought provoking

Smart and Resilient Infrastructure For Emerging Economies: Perspectives on Building Better Innocent Musonda,Erastus Mwanaumo,Adetayo Onososen,Thembani Moyo,2023-11-23 Smart and Resilient Infrastructure For Emerging Economies Perspectives on Building Better is about pressing and multidimensional challenges faced in constructing resilient sustainable and smart infrastructure in developing countries The 32 case studies literature reviews comparative analyses and systematic reviews cover a wide range of topics including sustainable and resilient infrastructure development smart cities digital innovation in construction infrastructure investment construction ergonomics socio environmental sustainability gender equity and climate change responses The contributions present innovative solutions impactful insights and substantive contributions to the discourse on sustainable infrastructure development and illuminate the interplay between infrastructure development social justice environmental sustainability and technological advancement Smart and Resilient Infrastructure For Emerging Economies Perspectives on Building Better is essential reading for academics researchers practitioners policymakers and students involved in the built environment infrastructure delivery investment in infrastructure civil engineering architecture urban planning environmental science and other related disciplines

Property Rights, Land Values and Urban Development Li Tian,2014-12-31 This book presents an analysis of betterment and compensation issues under the Land Use Rights LURs System in China since 1988 The topic originates from the observation of widening inequity and increasing uncertainty associated with the failure of g

Litigation Support Report Writing Jack P. Friedman,Roman L. Weil,2015-10-08 A comprehensive collection of effective litigation reports on a variety of subjects Accounting financial appraisal and economic experts called upon to provide expert testimony in legal proceedings need reliable models for the critical documents they will submit to the court Litigation Support Report Writing collects eighteen exemplary reports from a variety of financial topics providing professionals a comprehensive resource on this vital function Order your copy today

Beyond Real Estate Licensing: Case Study Analysis of Behavioral Assessment Relationship Applied to Human Performance Conrad R. Richards,2010-02-16 Conrad s new book Beyond Real Estate Licensing Case Study Analysis of Behavioral Assessment Relationship Applied to Human Performance is an outgrowth of his doctoral studies The specific problem this research addresses pertains to whether behavioral readiness has an impact upon real estate brokerage sales performance Although real estate students may score high on the real estate licensing examinations it may not prove the students ability to perform in a real estate brokerage performance sales environment The most important performance criteria in real estate sales could be conceived as a developed personality capacity and

alignment of motivational values It is also noted that learning sales facilitators can not guarantee the knowledge transfer to performance unless behavioral readiness is presented Therefore behavioral assessment analysis can be considered as an integral aide to performance improvement The purpose of this study was to establish the organizational responsibility towards behavioral assessment analysis during the pre employment phase The results of this study indicate that behavioral assessments may improve the overall recruitment and selection capability and to identify the necessary behavioral readiness that is necessary for knowledge transfer into sales performance

Impact of Faulty and Fraudulent Real Estate

Appraisals on Federally Insured Financial Institutions and Related Agencies of the Federal Government United States. Congress. House. Committee on Government Operations. Commerce, Consumer, and Monetary Affairs Subcommittee,1986

Redefining Public Relations in Emerging Markets Genevieve Bosah,Robert E. Hinson,Eric Kwame Adae,2025-08-19 This book explores the dynamics of public relations PR in emerging economies across Africa South America and Asia Offering an in depth examination of the cultural political and media landscapes that define PR practices in these regions chapters highlight innovative approaches challenges and opportunities for both scholars and practitioners The authors explore the unique ways organisations address ethical dilemmas respond to crises and leverage purpose driven campaigns to build trust and safeguard reputations Offering insights into the integration of digital tools and AI in PR the book explores the evolution of gender dynamics in leadership the role of PR in addressing socio environmental crises and stakeholder engagement A valuable resource for PR practitioners academics and students this book bridges global trends with local adaptations offering practical guidance and a thought provoking analysis on the exciting and complex world of public relations in emerging economies

Mass Appraisal Methods Tom Kauko,Maurizio d'Amato,2009-01-28 This book takes a cross disciplinary and cross cultural look atmass appraisal expertise for property valuation in different marketconditions and offers some cutting edge approaches The editors establish an international platform and present thescientific debate as well as practical feasibility considerations Heretic and orthodox valuation methods are assessed based onspecific criteria partly technical and partly institutional Methodological evaluation is approached using two types ofcriteria operational concerns about how to determine propertyvalue differentials between spatial and functional units of realestate in a valid and reliable way technical criteria and thekind of market circumstances being operated in institutionalcriteria While technical criteria are relatively well researched there is little theoretically informed work on the connectionbetween country context and selection of property appraisalmethods The book starts with an examination of current mass propertyappraisal practices presenting case studies from widely differingmarkets from the American and Dutch where regression basedmethods have been used successfully for some time to the EasternEuropean and other emerging economies where limitations have to becompensated by focusing on the modelling assumptions The second part of the book looks at sophisticated modellingapproaches some of which represent combinations of elements fromtwo or more techniques Whatever

the exact modelling approach therequirements are always high for the quality of the data andsuitability of the method In the final section methods areevaluated and compared according to technical criteria and againstinstitutional contexts With its exceptionally wide coverage ofvaluation issues Mass Appraisal Methods an internationalperspective for property valuers addresses property valuationproblems common to different countries and approaches applicable inboth developed and emerging economies

Real Estate Principles Charles F. Floyd,Marcus T. Allen,2002 This leading textbook for the college introductory real estate principles course is a comprehensive well written text known for its easy to understand and practical approach to the principles of real estate Highlights include Instructor Resources available online at www.dearbornRE.com including a PowerPoint presentation Real Estate Today advisory boxes analyze specific legal cases and controversial issues in the industry A recurring case study is woven throughout the book highlighting the decision process in a typical real estate transaction Close Ups Legal Highlights and Case Studies appear throughout to provide real world applications of the concepts Contains a student study guide CD ROM with interactive case studies

The book delves into Real Estate A Case Study Approach. Real Estate A Case Study Approach is a crucial topic that needs to be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Real Estate A Case Study Approach, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Real Estate A Case Study Approach
 - Chapter 2: Essential Elements of Real Estate A Case Study Approach
 - Chapter 3: Real Estate A Case Study Approach in Everyday Life
 - Chapter 4: Real Estate A Case Study Approach in Specific Contexts
 - Chapter 5: Conclusion
2. In chapter 1, this book will provide an overview of Real Estate A Case Study Approach. This chapter will explore what Real Estate A Case Study Approach is, why Real Estate A Case Study Approach is vital, and how to effectively learn about Real Estate A Case Study Approach.
3. In chapter 2, the author will delve into the foundational concepts of Real Estate A Case Study Approach. The second chapter will elucidate the essential principles that must be understood to grasp Real Estate A Case Study Approach in its entirety.
4. In chapter 3, this book will examine the practical applications of Real Estate A Case Study Approach in daily life. This chapter will showcase real-world examples of how Real Estate A Case Study Approach can be effectively utilized in everyday scenarios.
5. In chapter 4, the author will scrutinize the relevance of Real Estate A Case Study Approach in specific contexts. This chapter will explore how Real Estate A Case Study Approach is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Real Estate A Case Study Approach. This chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Real Estate A Case Study Approach.

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Real Estate A Case Study Approach Introduction

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Derivatives Markets (Pearson Series in Finance) ... derivatives concepts and instruments and the uses of those instruments in corporations. The Third Edition has an accessible mathematical presentation, and ... Derivatives Markets Relevant Excel functions are also mentioned throughout the book. WHAT IS NEW IN THE THIRD EDITION. The reader familiar with the previous editions will find the ... Derivatives Markets Jul 31, 2021 — The Third Edition has an accessible mathematical presentation, and more importantly, helps students gain intuition by linking theories and ... Derivatives Markets Derivatives

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