

## Financial Analysis, 2012-2018

### OVERVIEW

This analysis intends to inform stakeholders in Greater Des Moines Habitat for Humanity (GDMH) how financially effective the Rock the Block (RTB) program has been in recent years. The data used in this study includes project cost, type of repair(s) made, property addresses and their Polk County assessed values for the years immediately before and after the projects were completed.

### PREPARING THE RAW DATA

Some data provided by GDMH could not be used for a few different reasons. Multiple, unrelated repairs done for many individual projects were too different in scope to be precisely categorized. Additionally, projects costing less than or equal to \$2,500 unrelated to the structural integrity of a property do not affect assessed value per Iowa law. Also, projects done during odd-numbered years could not be analyzed effectively because the before-and-after county assessment comparison was four years apart instead of two years as is the case with projects done in even-numbered years. Finally, data for Dallas County could not be used because after using the above data filtration methods, there were simply too few projects left to justify a proper analysis.

### THE DATA USED FOR ANALYSIS

After cleaning and filtering the raw data, there were 90 projects in total studied in this analysis. The spreadsheet containing this data can be found on the Microsoft Excel file named "RTB Financial Analysis 2012-2018."

### VISUALIZATIONS

On the following pages, several illustrations developed in Tableau attempt to show relationships among project cost, project return on investment (ROI), percent change in home assessed value, repair category and geographic location of all 90 projects completed.

### RECOMMENDATIONS

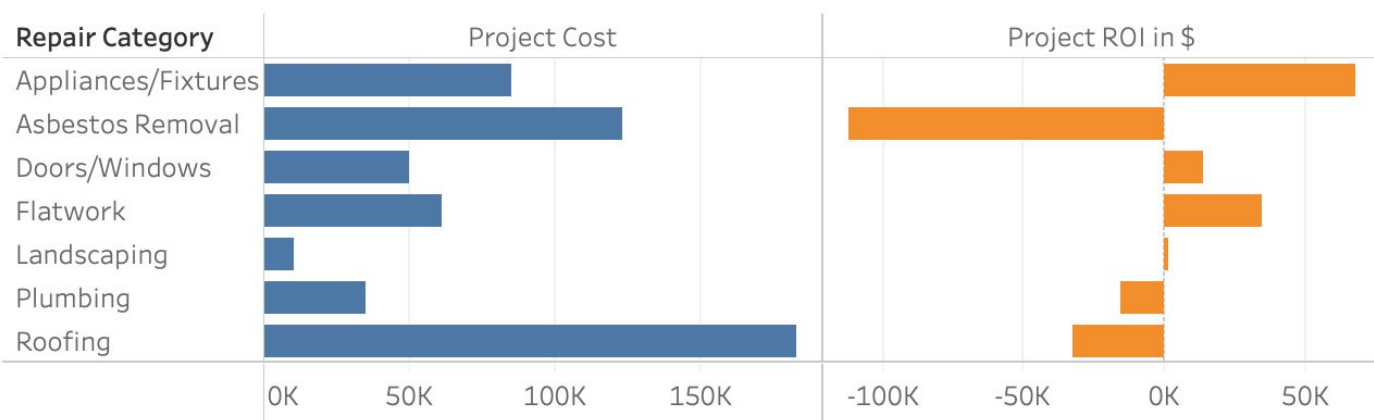
As was mentioned already, many projects could not be used in the final analysis because they had multiple, unrelated repairs that could not be easily categorized. To prevent this problem in the future, the RTB program should consider itemizing the cost of each repair done during a project instead of reporting one overall cost for all repairs done.

Also, after analyzing the data for pertinent correlations, it was discovered that Roofing projects will only have a positive ROI if such project costs do not exceed \$4,957.21. And regarding all repair categories, a positive ROI is only possible if project costs do not exceed \$5,671.09. Therefore, it is recommended that GDMH take these figures into consideration.

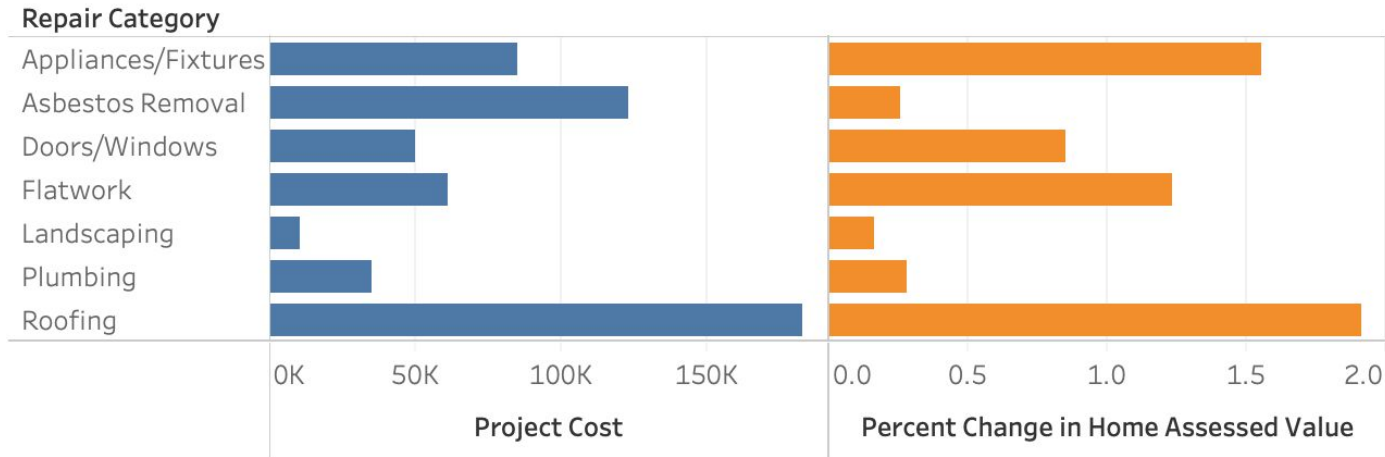
### SUMMARY

The RTB program does a great financial service for the Des Moines area community by revitalizing homes in need of repairs. RTB projects not only fix up individual homes but they also help to increase the value of neighboring properties, and consequently, all of these projects increase property tax revenue for local municipalities. It's a winning situation for everyone involved, and hopefully, with continued donations to GDMH and the implementation of data-derived information from this report, RTB will continue to operate long into the future.

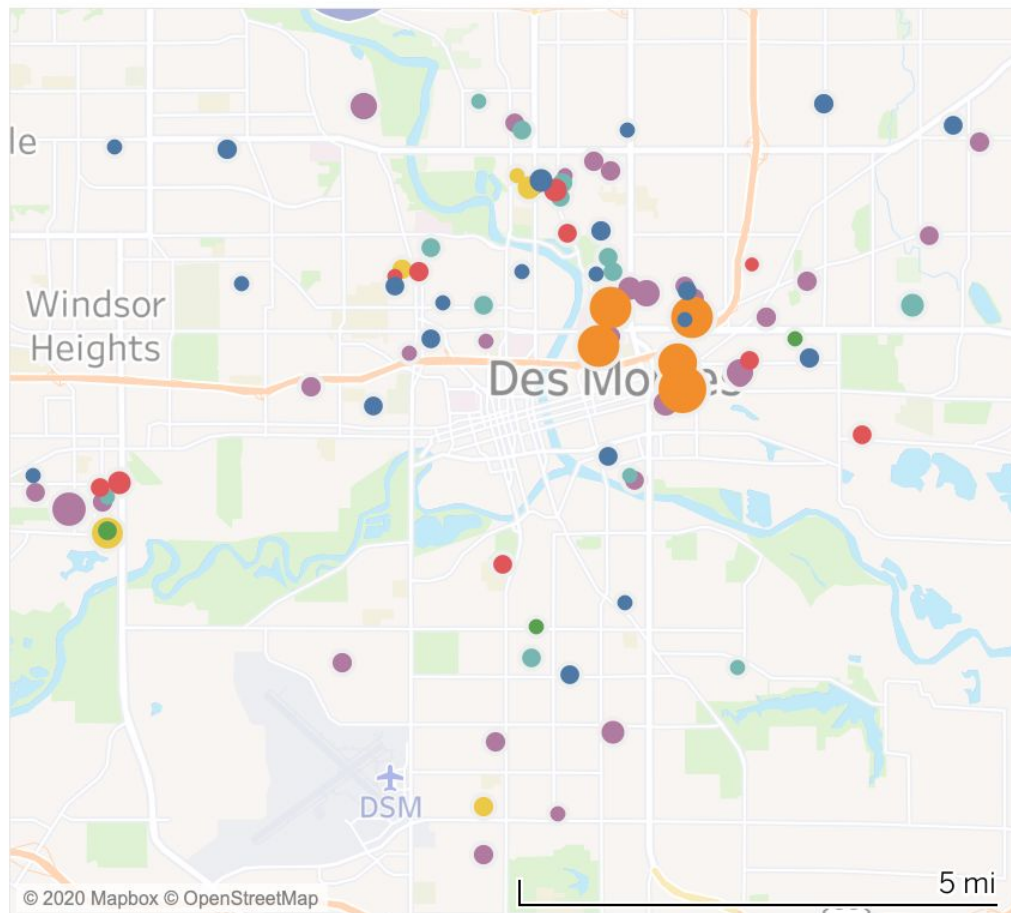
Project Cost  
vs.  
Project ROI in \$



Project Cost  
vs.  
Percent Change in  
Home Assessed Value



## Geographic Distribution of Projects



### Repair Category

- Appliances/Fixtures
- Asbestos Removal
- Doors/Windows
- Flatwork
- Landscaping
- Plumbing
- Roofing

### Project Cost

- 2,630
- 10,000
- 15,000
- 20,000
- 25,000
- 30,905