

Zestimate **EXPLAINED**

- **What Zillow Gets Right**
- **What it Misses**
- **What your home's really worth**





What Is a Zestimate, Really?

A Zestimate is Zillow's automated home value estimate. It's calculated using:

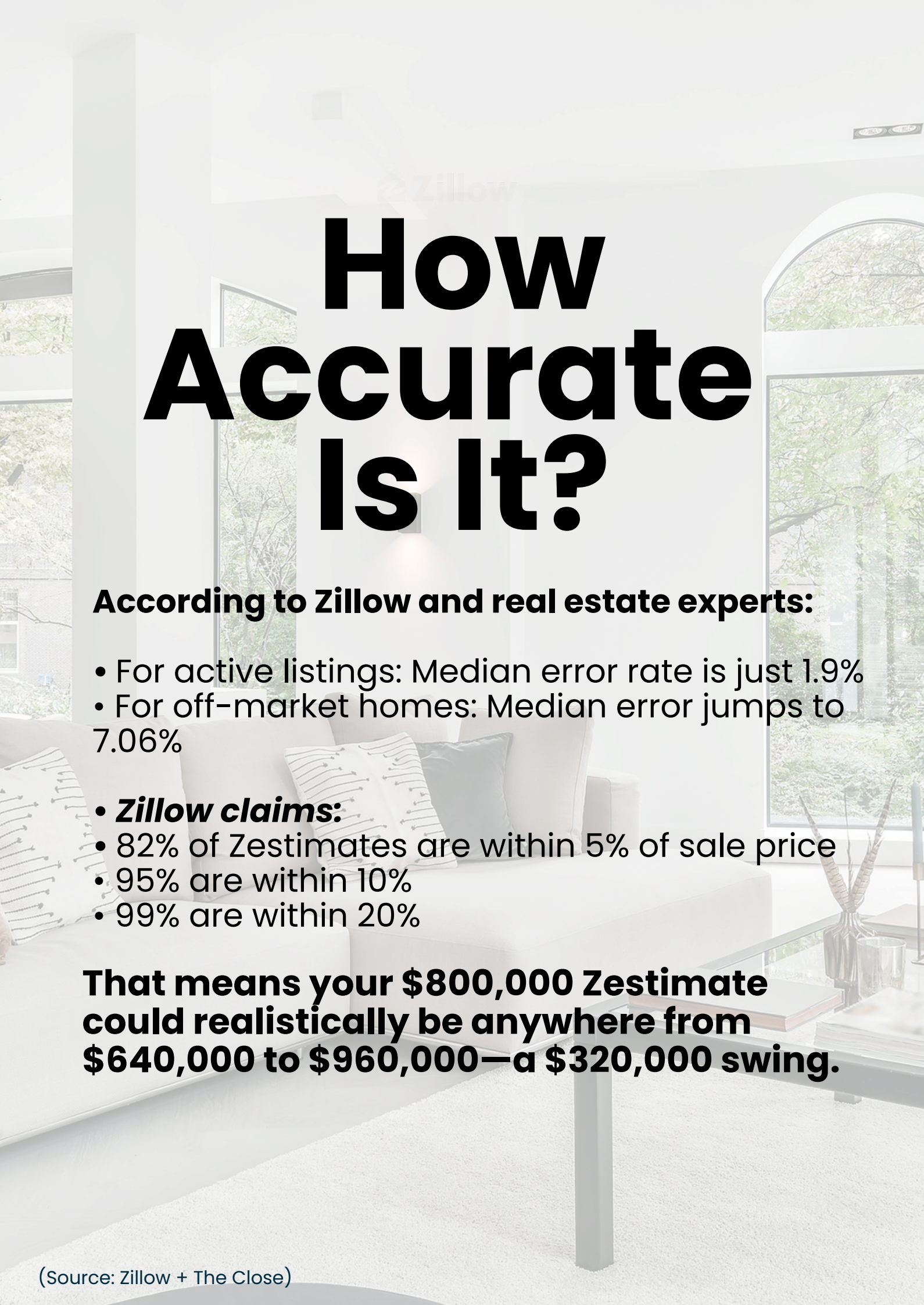
- Public property data (tax records, square footage, lot size)
- MLS data (if available)
- Market trends
- User-submitted home facts



What It's Not

It's NOT a formal appraisal, not a Comparable Market Analysis (CMA), and not based on a real person visiting your home.

Instead, think of it as Zillow's best guess using data it can access—not necessarily data that reflects your home's unique story.



How Accurate Is It?

According to Zillow and real estate experts:

- For active listings: Median error rate is just 1.9%
- For off-market homes: Median error jumps to 7.06%
- **Zillow claims:**
 - 82% of Zestimates are within 5% of sale price
 - 95% are within 10%
 - 99% are within 20%

That means your \$800,000 Zestimate could realistically be anywhere from \$640,000 to \$960,000—a \$320,000 swing.



When Zestimates Miss the Mark

Zestimates often fall short when:

- **You've renovated, but Zillow doesn't know**
(Updated kitchens, new roofs, additions—not always reflected.)
- **Your home is unique or hard to compare**
(Custom builds, view lots, historic features.)
- **You live in a market with few recent sales**
(Sparse comps = Zillow guessing.)
- **Incorrect public data exists**
(Wrong square footage or bedroom count can skew results.)



Even Zillow Admits

"A Zestimate is a starting point. It is not an appraisal."

Smart Ways to Use a Zestimate




A Zestimate isn't useless but it needs context. Here's how to use it wisely:

- ✓ As a conversation starter It gives you a ballpark but you'll need a pro to verify accuracy.
- ✓ To monitor general market movement—Zestimates change as market trends shift which are good for big picture awareness.
- ✓ To update your home's public info, you can edit your home facts on Zillow (bed/bath count, finishes) to help improve accuracy.

But don't base your selling decision solely on a Zestimate.

How to Get a True Home Value

If you're even just thinking about selling, here's what to do instead:

1.  **Get a CMA (Comparative Market Analysis)**
Done by a local expert like myself who understands current buyer behavior.
2.  **Walk your home with a professional, a trained eye picks up on features and flaws Zillow never sees.**
3.  **Discuss market strategy. Pricing isn't just about value. It's about timing, competition, and psychology.**




Why Agents Still Matter

*Zillow's algorithm **doesn't**:*

- Walk your neighborhood
- Know what buyers are offering this week
- See your view, layout, or upgrades
- Negotiate offers on your behalf


Zillow also won't:

 Provide a hyper-local valuation based on current market trends and neighborhood nuances

 Build a pricing and marketing strategy tailored to your goals and timeline

 Help you maximize your net proceeds with smart, strategic decision-making

 Stage and position your home to stand out. From photos to showings, I make sure buyers fall in love before they walk in

 Leverage powerful marketing to drive demand, including social media, email campaigns, and private network exposure

 Negotiate fiercely and guide you through every step including offers, inspections, and closing day included

I do this every day for sellers just like you, and I'd love to help you next.



Ready to Know What Your Home Is Really Worth?

(even if you aren't selling)

DM me and let's make it happen!

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