



Will Zillow give you an accurate home value?

Zillow's a good place to start when you want to get a general estimate of what your home is worth. Zillow's Zestimates give you a property value range, based on public records of the property's:

- physical attributes;
- tax assessments; and
- prior and current transaction data.

The drawback? Zestimates are generated by a computer, not a person. Improvements and defects are not observed or taken into consideration. It provides estimates for an expansive database of properties and gives a snapshot of each property as part of the overall market.

When you're serious about selling, you'll need more than a general estimate. You need insight into local trends.

A diligent agent determines a more accurate value of your home based on recent local sales by preparing a comparable market analysis (CMA) tailored to your home. The comparable market analysis is based on:

- a property's type and size;
- number of bedrooms and bathrooms;
- age, condition and style;
- location; and
- history of its recent sales.

Agents, unlike Zillow, gather data by:

- researching local property sales;
- viewing comparable properties;
- observing the conditions of your property;
- pulling data on local weather and climate risks; and
- contacting agents for buyers and sellers of sold properties.

Zillow and online home valuation tools are important in today's market, but they're not a replacement for professional analysis and knowledgeable local advice.

Are you serious about selling? Call me today for a free comparable market analysis.