**Zillow May Be Telling Buyers Your Home
is Worth Less than its Fair Market Value!**

**This can stop any home sale cold in its tracks.**

Dear Frustrated Home Seller,

*The Zestimate:* A good idea in theory, but homeowners around the nation consider it to be a key reason their homes aren’t selling.

**They feel that Zillow has been lowballing their home's value.**

Zillow, an online real estate database, features on its site the “Zestimate,” or what the site determines a home is actually worth.

It calculates the price based on typical estimating factors, such as size, number of bedrooms, recent additions, neighborhoods, and the value of similar homes in the area.

The problem is, in many cases, the Zestimate is not even close to the fair market value. In fact, sometimes it is off by a hundred thousand dollars or more!

**A story in Fortune magazine noted that only 65% of Zillow’s Zestimates could be considered “accurate.”**

Accurate was defined to be within 10% of a home's selling price.

Critics panned the Zestimate, some calling it detrimental to home buyers and sellers alike. “Wildly inconsistent,” noted an executive vice president of a real estate company to the Washington Post.

In Zillow's defense, they do state the following on their website: “The Zestimate is a starting point, and does not consider all the market intricacies that can determine the actual price a house will sell for.”

But that doesn't stop buyers from relying on it when determining a home's value, and, more importantly, how much they are willing to pay for it.

A buyer may fall in love with your home and think that your asking price is a fair price to pay. Then, they could change their mind based off of Zillow's inaccurate Zestimate.

**How unreliable have the Zestimates been?**

Look at these figures and decide for yourself:

* Home Sold for: $440,000.
	+ Zestimate: $404,000
	+ 8.2% Discrepancy.
* Home Sold for: $111,000.
	+ Zestimate: $98,753
	+ 11.0% Discrepancy.
* Home Sold for: $824,000.
	+ Zestimate: $742,000
	+ 10.0% Discrepancy.

The real estate community has coined the term “Unzillowables,” referring to attributes of a home that the Zestimate does not consider, such as the condition, landscaping, views, and privacy.

What does all of this mean? Going local is paramount in determining what a home is really worth. Finding a real estate agent with hands-on area experience can mean the difference between getting the right value for your home and being undersold.

**Let my local experience be an asset.**

I have sold many homes, big and small, urban and rural, in this area. Simply put, my experience and connections give me an advantage over the competition.

Would you like my assistance in selling your home and overcoming any potential Zestimate issues? Please give me a call at (xxx) xxx-xxxx. Or, send me an email at YourEmail@domain.com. I look forward to hearing from you.

Best Regards,

Your Name

Your Real Estate Company

**Phone:** (xxx) xxx-xxxx

**Email:** YourEmail@domain.com

Not intended to solicit any properties already listed for sale with another real estate agent.