

Carol's Corner



*Your Certified
Residential
Specialist*

Zillow Talk

When I meet with clients considering selling their home and we talk about list price and the seller says "I saw on Zillow that my home is worth \$XXX" I just cringe!

Thanks to the internet there are more tools than ever available to consumers, however not all of the information and sites reliable. Zillow and their "Zestimates" are not always accurate, in fact they can be wildly off. Determining a list price for your home requires the human touch, we professionals look at many factors and variables that an automated system just can't compute. As a living breathing human (not a computer) determining the list price of your home you can not afford to be off by tens of thousands of dollars.

Just how does Zillow come up with these values? Well that is a very good question! Zillow uses a proprietary formula to determine the value of a home based off of information the website has obtained from public records and information entered by users. The site knows what the home sold for the last time it was purchased and it knows this same information for the other homes in the surrounding area. Additionally Zillow will also use assessed value of a home. Using all of this data Zillow comes up with a price that the home is worth.

What Zillow can't add to the formula is the value of any home improvements; it cannot account for the changes in a homes value since the last sold date (think of all of the changes in market value in the past 10 years!)! Assessed value is very different than market value; assessed values are used by towns to collect taxes and in many cases trail the actual market value of a home. In my experience homes can sell for \$100,000 above or below the assessed value. Professional and experienced real estate agents NEVER look at assessed value when determining market value (list price).

When determining a homes value we need to consider the age of a home, the location, the size and features of a home, upgrades and craftsmanship of those upgrades are all factors realtors consider, but a computer can not. Zillow will use a much broader geographic area than realtors and appraisers use. Zillow often uses "county" data which can vary enormously; agents and appraisers will use a very narrow area, typically your immediate neighborhood.

Here are few more things to consider:

- Zillow doesn't know that the tax record of a home is wrong and that there are 3 bedrooms not 4.
- Zillow doesn't know that a home has a \$20,000 structural crack in the foundation that needs repair
- Zillow doesn't know that the roof on a home is on it's last leg and needs to be replaced
- Zillow doesn't know that central air conditioning, a sprinkler system, and \$10,000 worth of landscaping has just been added to a home.

This [video](#) goes into a lot more detail and explores additional avenues about why Zillow is not accurate, I hope you will find it as informative as I did.

As always, I am here to guide you through the home selling (and buying) process!

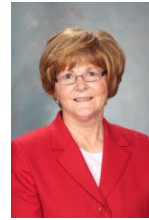
This Month In Real Estate

Buyers & Sellers



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Your Real Estate Resource

[3409 Spruce Court, Avon](#)



Custom Home
3 Bedrooms
Great Room with Custom Fireplace
Gourmet Kitchen
3/4 Acre Lot

Homes For Sale

More Information & Virtual Tours at www.CarolMurphy.net

[4167 Ford Lane Vermilion](#)



3 Bedrooms * 2.1 Baths
Ranch Style Home with Full Basement
Mechanics Dream Garage

[1030 Gulf Road, Elyria](#)

Stately Colonial
Meticulously Maintained
3 Parcels of Wooded Land
Light & Bright * Spacious & Lovely



Price Adjustment

Great Homes Seeking New Owners

[5710 Whispering Pines Lorain](#)

Amazing Colonial ideally located on cul-de-sac and adjacent to green space, highly sought neighborhood. Many updates & move-in ready!



Price Adjustment



Price Adjustment

[207 Moore Road, Avon Lake](#)

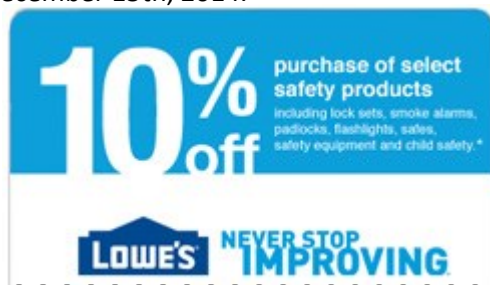
Cute As A Button
Wood Floors
Updated & Move-in Ready
Lush Yard with Shade Trees
Perfect Starter Home or Ideal for Downsizing

New Mortgage Rules Nix 20% Down Payment Requirement

The board of the Federal Deposit Insurance Corp. recently voted 4-1 to change the Qualified Residential Mortgage rule that has previously required borrowers to have a 20% down payment to obtain a mortgage. This will encourage sound and financially prudent mortgage financing by lenders while ensuring responsible homebuyers to have access to safe and affordable credit. Read more at [my blog](#).

A Special Gift From the Carol Murphy Team

- As we head into the holiday season we know there is always a little something you would like to do to or for your home.
- Here is a coupon for Lowes from us to you! Click on the coupon, you will be taken to a page that will allow you to print the coupon.
- It will expire on December 15th, 2014.



Greater Cleveland

If you have a brokerage relationship with another agency this is not intended as a solicitation. All information deemed reliable, but not guaranteed.

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