



Instant Home Value Estimate

YOUR GUIDE TO UNDERSTANDING HOW
ONLINE HOME VALUE ESTIMATES WORK,
AND WHAT COMES NEXT.

THE KAREN AUSTIN TEAM





Hello, seller:

I am thrilled to introduce myself as your local real estate agent, Karen Austin. As a member of this community, I am committed to helping my fellow neighbors navigate the real estate market with ease and confidence.

My goal is to provide exceptional service to each and every client I work with, whether they are looking to buy their first home, sell their current property, or make a real estate investment. With years of experience in the industry and a deep understanding of the local market, I am well-equipped to guide you through every step of the process and help you achieve your real estate goals.

As your local real estate agent, I believe in building lasting relationships with my clients based on trust, honesty, and mutual respect. I am passionate about helping you find the home of your dreams or selling your property for the best possible price, and I will work tirelessly to make sure that your real estate journey is a success.

So, whether you're looking to buy, sell, or just have questions about the real estate market in our community, don't hesitate to reach out to me. I'm excited to get to know you and help you achieve your real estate goals.



The Karen Austin Team

RE/MAX Real Estate Professionals

 www.homesinlansing.com

 karenaustin4@gmail.com

 517-777-9572

 1755 Abbey Rd
East Lansing, MI 48823

What Your Instant Home Value Really Means

Your instant home value estimate is an automated calculation based on public data, recent sales in your neighborhood, and market trends in Michigan.

It's designed to give you a quick snapshot of your property's potential value, like a compass pointing north, not a detailed map.

What's Included:

- A value range based on recent comparable sales.
- An overview of your area's current pricing trends.
- A starting point for understanding what buyers might pay today.

💡 *Think of this as your "first look" at your home's market position. Fast, easy, and data-driven.*

HOW YOUR ESTIMATE IS CALCULATED


The Data Behind the Estimate

Automated valuation models (AVMs) pull information from:

- Public tax records and property data.
- Local Michigan MLS (Multiple Listing Service) updates.
- Recent sales of similar homes nearby.
- Market trends, appreciation rates, and inventory levels.

However, no algorithm can account for everything.

Upgrades, condition, neighborhood micro-trends, and timing can all shift your value significantly, sometimes by 5–10% or more.

 **Example:** *Two identical homes on the same street can differ in value if one has a new roof, updated kitchen, or a better backyard view.*

WHAT AFFECTS YOUR HOME'S TRUE VALUE

Factors That Influence Your Home's Market Price

1. Condition & Upgrades

Modern kitchens, flooring, paint, and energy-efficient systems all add value.

2. Location

Proximity to schools, parks, and amenities.

3. Market Demand

More buyers = stronger prices. Fewer buyers = softer demand.

4. Seasonality

Spring and summer often bring more competition and faster sales.

5. Comparable Sales ("Comps")

Homes sold nearby within the past 3-6 months help set your realistic range.

6. Presentation

Clean, well-staged homes often sell faster and higher.

WHAT TO EXPECT NEXT

From Estimate to Expert Evaluation

Your instant home value is just step one.

Here's what happens next if you want a true market-ready price:

1. **Personalized Review**

A local Michigan Realtor reviews your estimate and refines it using current MLS data, photos, and your property's condition.

2. **Comparative Market Analysis (CMA)**

You'll receive a customized report comparing your home to similar recently sold properties, including listing photos, features, and price adjustments.

3. **Strategy Consultation (Optional)**

Discuss your goals, ideal timing, and what improvements could add the most value before selling.

4. **Stay Updated**

Receive periodic updates as the Lansing market shifts, so you always know where your home stands.

COMMON QUESTIONS

Q: How accurate is my instant estimate?

A: It's a data-based range that gives you a general market snapshot. Accuracy improves when a Realtor verifies the details.

Q: Do I need to commit to selling?

A: Not at all! This tool is for any homeowner curious about current value, whether you're thinking of selling or just staying informed.

Q: How is this different from Zillow or other websites?

A: Your estimate pulls from local MLS data, not just national averages, and it's reviewed by a licensed professional.

Q: Can I improve my home's value before listing?

A: Absolutely. Ask your Realtor for the Seller's Ready-to-Sell Checklist, it's full of proven prep steps that boost value.

YOUR NEXT STEPS

What to Do After Viewing Your Estimate

- ✓ **Step 1:** Review your estimate range and note how it compares to your expectations.
- ✓ **Step 2:** Request your custom home valuation with a Lansing expert for a precise number.
- ✓ **Step 3:** Discuss strategies — timing, pricing, and upgrades that attract top offers.
- ✓ **Step 4:** Stay in touch for local market reports and buyer trend updates.

Small decisions today can lead to thousands more at closing.



Get an Accurate, Expert- Priced Evaluation of Your Home

Our personalized Comparative Market Analysis (CMA) includes:

- Exact comparable listings and sold homes in your area.
- Adjustments based on your home's features and upgrades.
- Professional insight from a Lansing Realtor who knows your neighborhood.



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