

Zestimate EXPLAINED



***What Zillow Gets Right,
What It Misses & What Your
Home's Really Worth!***

If you've ever checked your Zestimate and wondered,
"Is that really what my house is worth?"
Then this guide is for you.

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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

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%

(Source: Zillow + The Close)

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

A person wearing a blue blazer is sitting at a desk, typing on a laptop. The scene is overlaid with a semi-transparent blue filter. The text is centered over the image.

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, ADUs, 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 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.
4. Consider a pre-listing appraisal

Especially useful if you're in a unique or luxury property category.



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

A local agent can:

-  Provide a hyper local valuation
-  Build a pricing and marketing strategy
-  Help you maximize your net proceeds

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?

*Get a Free, No Pressure
Home Valuation*

Includes:

- ✓ Walkthrough of your home
- ✓ Custom Comparable Market Analysis
- ✓ Suggested price strategy
- ✓ Answers to your questions (timing, upgrades, prep)

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