

Zestimate Schmestimate

By Andi Peterson Brown

Last week I met with some prospective sellers in Orinda to discuss putting their home on the market this spring. Like many sellers, they had printed out their home's Zillow Zestimate before our appointment. When I sat down, I saw it—on the table but off to the side, looming and waiting to pounce. I've done battle with the dreaded Zestimate before, and in fact, I have a handout for just such an occasion entitled *Why Zestimates are Inaccurate*. I had initially used stronger language in the headline, but I was advised over the shoulder by the husband that it was "off-putting."

In reality, I had already looked up the Zestimated value of their home and knew that they would be pleasantly surprised. My price opinion of their home was significantly higher, but oftentimes my opinion is lower than the Zestimate. A Zestimate is a home valuation and price created by zillow.com's algorithm. It is based purely on the numbers and recent sales in the area. While not always inaccurate, it is oftentimes inaccurate.

When I give my opinion on a home's value, not only do I think about recent comparable sales, I also take into consideration overall condition, appeal of layout and finish quality, lot usability, perceived negatives, deferred maintenance, a budget to get it ready for market, supply, demand, interest rates, the overall lending environment, and the overall economic environment. Zestimates don't take any of that into consideration, and that is why they su—, I mean are inaccurate.



andi
PETERSON
brown

Real Estate Broker
AndiBrownHomes.com
925.818.4588



CaIBRE# 01738605

real local • real knowledge • real value

©2014 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker® is a registered trademark licensed to Coldwell Banker Real Estate LLC. An Equal Opportunity Company. Equal Housing Opportunity. Each Coldwell Banker Residential Brokerage office is owned by a subsidiary of NRT LLC. CaIBRE License # 01908304

Eichler Revival on Hall Lane

...continued from page D4

Patrick Bradley purchased the building in 2013 to become the Bradley School of Music. "I also live here," adds the young business owner who likes to keep his costs low. "The floor plan and the city code allow for this, and the commute is great." The large main room where all the Bradley jam sessions take place has great acoustics thanks to the high ceilings.

In 2007, the only remaining non-business residence on Hall Lane was purchased by the Hansens for use as their primary residence and work space. "We worked with local architect Eric Helgestad and redesigned the building to create a much more dramatic impact by fusing the Eichler design with the more traditional architecture of Greene & Greene," explains Hansen.



Patrick Bradley and his wife in their home business at the corner of Hall Lane and Brown Avenue.

Photo Sophie Braccini