

Zestimate Schmestimate

By Andi Peterson Brown

I recently met with some prospective sellers to discuss putting their home on the market this summer. 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.



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Stylish Solutions

Spring Trends Highlight Classic Luxury

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The key to using traditional standards in design? Be careful to avoid inexpensive, poorly executed versions. There is nothing as bad as a poor copy of something that can only be executed properly by a true artist. From metalwork to hand-painted finishes, inlay to fabric, true skill shows. I always counsel clients to purchase the best they can afford.

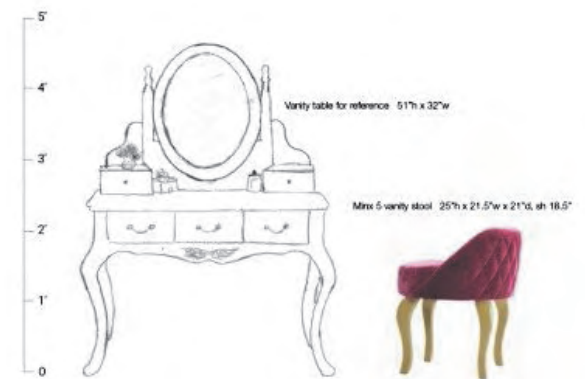
The quilt and channel. Arteriors has a channel-quilted line. The Christophe Sofa, at \$5,600, is a good price point for a mid-priced piece. Other brands showcased quilting as well. The Nathan Anthony vanity stool I find irresistible. Why? Because it can live at home with the most traditional Lamorinda designs as well as thrive in the contemporary hilltop estates nestled among us.

Enjoy these tips, Stylish Suburbanites. Until next month, live beautifully.



Orchids in a blue and white pot ready to display from Ethan Allen.

www.ethanallen.com



This piece works in several types of fabric from this classic velvet to a blue and white chintz or even quilted crewel. www.nafurniture.com



New Introduction Lamps by Christopher Spitzmiller would work in almost any décor style. www.christopherspitzmiller.com



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