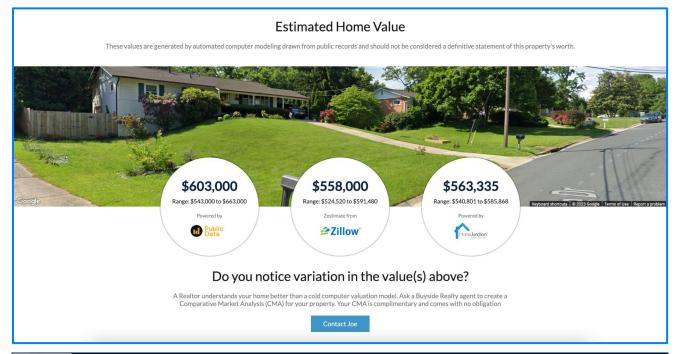
## Offer Multiple AVMs



**Automated Valuation Models (AVMs)**... frequently come in at 10-15% above or below market rate. When presented with multiple values, your website visitor will start to wonder what the true value of the property is. If they are the homeowner, they will realize they need to talk to an agent!





## **Best Practices → Talking About Varying Valuations:**



**Explain** that these valuations are only computer models, based purely on publicly available data: "It's why they're free".



Reassure that they are right to be confused: "Models don't know the real value. They try to predict it".



**Offer** to sign them up for a monthly update to stay on top of any changes, effectively becoming their knowledge broker.



**Ask** if they would like a CMA, BMA, or custom valuation. Use the conversation to naturally segway to your beneficial services.