



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!**

Estimated Home Value

These values are generated by automated computer modeling drawn from public records and should not be considered a definitive statement of this property's worth.

Valuation Source	Estimated Value	Range
Public Data	\$603,000	\$543,000 to \$663,000
Zillow	\$558,000	\$524,520 to \$591,480
HomeJunction	\$563,335	\$540,801 to \$585,868

Do you notice variation in the value(s) above?

A Realtor understands your home better than a cold computer valuation model. Ask a Buyside Realty agent to create a Comparative Market Analysis (CMA) for your property. Your CMA is complimentary and comes with no obligation

[Contact Joe](#)



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.