



How to Increase Your Zestimate to Help Your Home Sell Fast!

Beat Zillow with these effective tips

Why your Zestimate is so inaccurate?



Zillow uses data that it finds from public sources like:

- the county tax assessor's office.
- recent sales that it's pulling from tax records and from the mls



Zillow doesn't know the changes you've made to your house over the years. It doesn't know that...

- you added a bedroom or two
- you remodeled your kitchen
- you updated your bathrooms
- you finished your basement
- you have a nice level backyard.
- you've reconstructed a part of your house with much better materials.

Simply put it, Zillow has never been in your house. But many buyers think that if it's on the internet, it's got to be true and they think of it as gospel truth.

Improve your details and increase your Zestimate

INITIAL STEPS

- ☐ Go to zillow.com
- ☐ Type in your property's address
(It will say your property's off the market but you'll still be able to get your Zestimate.)
- ☐ Head over to "Owner View"

OWNERSHIP VERIFICATION

- ☐ Scroll down and see information about the property.
- ☐ Click the button that says, "Review Facts".
- ☐ Verify by clicking "Yes, in fact, I am the owner"
- ☐ Confirm that it is true.

PROPERTY INFORMATION REVIEW

- ☐ Update the information by checking and unchecking the boxes.
- ☐ Complete the information. Put in specifications if necessary.
- ☐ And you are all done! Check your new Zestimate.

PRO TIP

If your new Zestimate is actually higher than your asking price, draw your client's attention to that to make them think they're getting a deal.



Trying to sell your house in Northwest Arkansas and having trouble finding a buyer?

Please feel free to reach out to us. We'd love to answer your questions and do whatever we can to assist you.



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