



HOME EVALUATION

REAL ESTATE IN NEW REALITY

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Home Valuation: Expert Perspective from an EZ Real Estate Platform Specialist

Home Valuation is a cornerstone of smart real estate decision-making, whether you're buying, selling, or investing. As an expert familiar with the EZ Real Estate Platform and the broader landscape of valuation tools, here's what matters most about this critical topic:

The Importance of Accurate Home Valuation

- Home valuation determines not only what a property might sell for, but also impacts negotiations, financing, insurance, and investment decisions.
- Inaccurate or outdated valuations can lead to lost opportunities, overpaying, or leaving money on the table when selling

How Home Valuation Works on EZ Real Estate Platform

- **Transparent, Data-Driven Approach:** The EZ Platform leverages real-time demand data, advanced analytics, and expert guidance to help sellers and buyers pinpoint fair market value. This transparency reduces guesswork and empowers users to make informed decisions.
- **Expert Guidance:** Certified EZ Listing Specialists combine technology with local expertise, helping clients interpret data, understand market trends, and maximize outcomes. This hybrid approach addresses the limitations of automated models by factoring in property condition, unique features, and local nuances.
- **Price Discovery:** Especially in shifting markets, EZ's tools enable rapid price discovery, helping users adapt to changing conditions and identify the true value of a property-critical for both sellers seeking top dollar and buyers looking for value.



Comparing EZ's Approach to Other Valuation Tools

Feature	<i>EZ Real Estate Platform</i>	<i>Zillow Zestimate / Redfin / Others</i>
Data Sources	MLS, real-time demand, expert input	Public records, MLS, user-submitted data
Human Expertise	Yes, via EZ Listing Specialists	Limited (mostly algorithmic)
Customization	High-property details, upgrades, local trends	Moderate-some allow owner input
Transparency	High-clear methodology, expert review	Varies; some explain factors, others less so
ERROR MARGIN	NOT PUBLICLY STATED, BUT LEVERAGES EXPERT REVIEW	1.99%–3.2% FOR ON-MARKET HOMES

- **Automated Valuation Models (AVMs):** Tools like Zillow, Redfin, and others use proprietary algorithms that analyze public data, recent sales, and property features. While convenient, their accuracy depends on the quality and quantity of available data. Median error rates range from about 2% for on-market homes to over 7% for off-market properties.
- **Limitations of AVMs:** These tools often miss critical factors like recent renovations, unique features, or the impact of micro-neighborhood trends. They are best used as starting points, not final answers.



Best Practices for Accurate Home Valuation

- **Combine Data and Expertise:** Use automated tools for a baseline, but always consult with a local expert-like an EZ Listing Specialist-who can interpret the data in context and account for factors algorithms may miss.
- **Stay Current:** Markets shift rapidly. Real-time data and frequent updates are essential for reflecting true market value, especially in dynamic environments.
- **Transparency and Trust:** Choose platforms that explain their methodology and provide clear, actionable insights, not just a number.

Conclusion

- *Home valuation is both an art and a science. The EZ Real Estate Platform stands out by blending cutting-edge technology with human expertise, offering transparent, accurate, and actionable valuations. For the most reliable results, start with automated estimates but always seek expert guidance to ensure your decisions are grounded in both data and local market realities*

