

Script Ideas Seller: “Zillow/Redfin says my house is worth...”

These are scripts I have done, heard or seen but may not fit my style. Pick what works for your personality and style.

“And what do you think of that price?” (They may not be confident in it themselves.)

“I’m glad you’re being proactive to look into this.”

“Let’s compare comparables.”

“When was Zillow there?”

“The pricing of a home is an art and a science. Zillow has the science but not the art. There are many nuanced criteria that adjust the value of your home. Here’s the actual comparables I have of your home.”

“It’s called a Zestimate because it’s a guesstimate, right?”

“Zillow has a page [here](#) that talks about their accuracy for our area. They are only within 5% of the sale price 80% of the time.

“Banks and mortgage lenders don’t use it. If they thought it was accurate, they would use it and save a bunch of money.”

“The public isn’t aware of this but Zillow doesn’t have all of the listings in the MLS.”

“Computer valuations are tricky. I pulled up Zillow, Redfin and RPR, our industry’s own automated valuation tool. See how different they are? Now let’s look at these comparables including what your competition is currently active and see this through the buyer’s eyes.”

“You’ve probably heard the phrase, real estate is local, right. That means, neighborhoods differ between each other just as neighboring cities do. Zillow is like a national weather report and I’m the local guy zeroing in on what is happening right here. That’s why Al Roker always sends it back to local weather.”