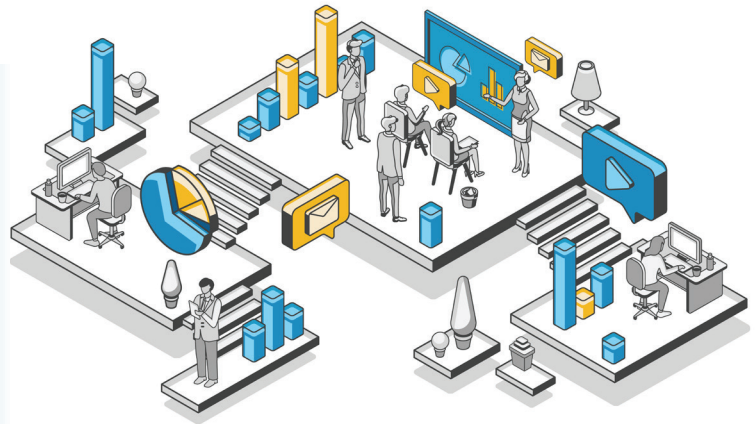


AUTOMATED VALUE MODELS

What is an AVM?
 AVM stands for "Automated Valuation Model." It is an estimated fair market value for a property, produced by a computer learning model. They are just one example of the many ways big data is playing a part in real estate.



The role of the AVMs

AVMs input sale prices and property data into a computer learning model to create a home value estimate.

The consumer-facing AVMs like the Zillow Zestimate are examples of AVMs that most people and real estate agents are familiar with. But the primary consumers of AVMs are mortgage lenders.

Lenders and mortgage investors use AVMs in risk management fields, estimating home equity, and quickly coming up with approximate property valuations in a portfolio.



AVMs play a part in pricing

AVMs are nowhere near being able to replicate the thorough price analysis of an experienced agent. The CMA is still far superior to computer models at identifying a price for a home. And working with an agent who knows the market is still better at selecting comparable properties, and have more comprehensive access to information about subject properties using MLS data. But when used properly AVMs can be of great benefit. We use AVMs as additional valuation models in our analysis to help assist clients at establishing a competitive price in the market.

ZILLOW	\$ _____	CRS (GAMLS)	\$ _____
REDFIN	\$ _____	SP/TAX APPR RATIO	\$ _____
REALTOR.COM	\$ _____	COST PER SQ FT	\$ _____
TRULIA	\$ _____	HOME PRICE INDEX	\$ _____
HOMESNAP	\$ _____	EPPRAISAL	\$ _____
		CHASE	\$ _____

* Click the respective site to launch its AVM estimator.
 NOTE: CRS (GAMLS) requires you to be logged in as an agent member.