

SOLEIMANI DIGEST • CHARLESTON REAL ESTATE INSIGHTS

# The Zillow Illusion

Soleimani Digest • Volume 6

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Why online estimates mislead buyers — and what numbers actually matter.

### Words I like:

“The eye sees only what the mind is prepared to comprehend.” ~ Henri Bergson

### **The Soleimani Digest: The Zillow Illusion**

You ever scroll Zillow at 11 p.m., half-asleep, and think you just found *the one*?

White kitchen. Perfect lighting. “Wow, look at that backyard!”

Then you pull up in person and realize...

the “private lot” backs up to a Waffle House sign glowing through your bedroom window.

Welcome to the Zillow Illusion.

Those dreamy photos? They’re basically dating profiles for houses — flattering angles, soft lighting, and a few strategic crop-outs. Every home has its “good side.”

So before you fall in love through your screen, try this quick gut check I give buyers:

### **Daily Reality Test:**

Could you live with what’s *outside* those photos — traffic, noise, commute?

### **Flaw Hunt:**

Every house hides one thing. Ask yourself, “What’s missing from these photos?” (No bathroom pics? Red flag.)

### **Monday-Morning Test:**

Picture living there at 7 a.m. when the coffee’s weak and you’re late for work. Still feels right? That’s the one.

If it passes those, book the showing. If not, close the tab and save yourself heartbreak (and gas money)

Want me to walk you through how I spot red flags *before* we even step inside?

[Book a quick call — I’ll show you how it’s done, zero pressure.](#)

~ Dorian

**PS** – Follow on the socials below for more content, including a splash of humor over on the tiktok.