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Each Listing Online

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Agents & Their Brokers Pay Big Bucks for Features That Most Don't Use

By JIM SMITH, Realtor®

It's crazy how much money Realtors and their companies pay for "Showcase" service on realtor.com and then don't use it.

For example, in Lakewood's ZIP 80228, where my company has no listings, there are 163 active listings. About half of them (85) have "Showcase" service, which allows for 25 pictures, a couple headlines, a virtual tour (slideshow), video tour, open house notices, and up to 2,500 characters of text description. Showcase service costs the individual agent several hundred to several thousand dollars per year depending on the agent's listing count. Some offices (including Golden Real Estate) pay for this service for all its agents. Of those 85 Showcase listings in 80228, 48 had no description. Only 20 had 25 pictures uploaded. Fewer than 30 had a virtual tour. Not one had a video tour. Only 17 had headlines — the easiest thing of all to write!

Why are so many agents and their brokers paying for this service and not making full use of it? Crazy!

This Week's Featured New Listings from Golden Real Estate:

Home Near the Peak to Peak Highway

The picture at right is of Carrie Ackley's newest listing in the Dory Lakes subdivision, near where Golden Gate Canyon Road meets the Peak to Peak Highway. This 4-bedroom, 2-bath home sits on a 1.12-acre sunny and flat lot. The oversized detached 2-car garage is heated. The home has new windows, new carpet, tile and paint, and features a hot tub on a Trex deck. It is close to the school and rec center and the Gilpin County Justice Center. Golden Gate State Park is just five minutes away, as is Black Hawk. An adjoining 1.24-acre lot is also for sale separately. If you've been craving to live in the foothills, away from city lights, you might want to call your agent or Carrie at 303-907-1278 for a private showing. All these homes may be toured online with our other listings at www.GreatGoldenHomes.com.



Affordable Condos in Golden, Lakewood

The Golden Ridge condo featured here was listed by broker associate Derek Hall. It features granite countertops, stainless appliances, and new carpet and tile flooring. Heat is included in the \$172/mo. dues, as are some great common amenities—swimming pool, sauna, fitness center, billiards, and more. Call your agent or Derek at 303-842-9982 for a private showing!



The penthouse condo in Lakewood's Sunbird II was just listed by broker associate Karon Hesse. It features a vaulted ceiling with skylight, included washer/dryer, clubhouse with pool and tennis courts, and a detached garage. Call Karon at 303-668-2445 to see it.

Other Listings Being Readied for Market:

- 11895 W. 22nd Place, a 5-bedroom ranch-style home in Applewood, just east of Maple Grove Reservoir
- 533 High Point Drive, a 3-bedroom 2-story half-duplex home in Golden's Canyon Point Villas subdivision
- 17206 W. 17th Place, a solar-powered single-family home in South Golden's Rimrock subdivision

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