You've probably heard the ad campaign — “Make Sure Your Agent Is a Realtor” — but what does that mean to the average home buyer or seller? Realtor is a brand name, a registered trademark like Kleenex. Only a member of the National Association of Realtors (NAR) can call himself or herself a “Realtor” — with a capital “R”, of course. One doesn’t join NAR directly. One joins a local Realtor association, which automatically makes you a member of the Colorado and National associations.

But dues are $450 per year and going up, and more and more agents are switching from firms like mine which require Realtor membership to firms which do not. Home Real Estate (a Realtor firm) created Home Real Estate Colorado LLC (a non-Realtor firm), and Brokers Guild Cherry Creek (a Realtor firm) created Brokers Guild Classic (a non-Realtor firm), with nearly identical logos designed to blur the fact that the agents of the latter companies are not Realtors. This is a disturbing trend, but little or nothing is being done by NAR to counter it.

As of Feb. 22, 2011, fully 9.7% of the members of MetroList (Denver’s MLS) were non-Realtors. Yet, NAR reported in a recent press release about the importance of using a Realtor!

Don’t miss the biggest Community Garage Sale in Jefferson County!
This Saturday, April 30th, 8 a.m. to Noon at The Village at Mountain Ridge
Located on the west side of Highway 93 in Golden.
Over 25 homes are participating in this huge event! See who’s selling what at www.GoldenGarageSale.com