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# There Are Some Corners That a Listing Agent Shouldn't Cut, Yet Many Do

Okay, the Realtor® Code of Ethics says that I should not speak ill of another Realtor, but I'm not naming names, and this week's column is a rant against practices of listing agents (not all of whom are Realtors, by the way) that drive showing agents — including myself — crazy.

If you're a buyer who has been looking at homes online, or an agent who has been showing homes in person, you probably will agree with many of these complaints.

Have you ever seen a listing with the phrase "must see" — yet there are no pictures? I have. What was the agent thinking? It has been proven statistically that more pictures help to sell a listing, but some agents just don't want to go to the trouble. Chief among them are the agents who list bank-

owned properties. It's as if they know that the banks won't see or care if the listing has only one exterior picture, so why should they bother?

In the MLS there are many data fields which are not required, and so some listing agents don't bother entering them. These fields include the dimensions and locations of major rooms, such as the master bedroom.

One of the required fields is "Directions," but often a lazy listing agent will simply write "Mapquest" in this field. Ugh!

On realtor.com some companies (like Golden Real Estate) or individual agents will pay thousands of dollars for "showcase" service which allows for all kinds of listing enhancements — but the agents don't take the small amount of time required to log into realtor.com and enter so much as a short headline

to appear above their listings, much less write a lengthy sales pitch describing the property's features. Even more irritating is when listing agents will use the headline to promote themselves instead of describing the listing — "Another listing by Joe Blow! Call 303-555-1212!"

But the most aggravating short cut is that taken by the independent agent who doesn't have the benefit of a showing desk and won't spend the money to have a professional showing service handle the setting of showings for his listings. Instead, showing agents must call the listing agent and hope that they don't get voicemail.

I just wish that every seller — especially the banks — would take the time after their home is listed to go online to see how their agent is or is not promoting their property — and then complain!

**REAL ESTATE TODAY**



By **JIM SMITH, Realtor®**

## This Week's Featured Listings:

### Major Price Reductions on 2 High-End Homes

These two homes have been on the market longer than they should and the sellers have ordered major price reductions to get them sold. At right is 7693 Yule Court in Arvada's Spring Mesa subdivision, which is now \$45,000 below its original listing price. Below left is



245 West Drive in Golden's Village at Mountain Ridge, which is now \$29,000 below its original listing price. For their respective subdivisions, both homes are quite competitively priced. Visit each one's website where I will take you a guided video tour.

Then call me for a private showing!

[www.GoldenRealEstate.com](http://www.GoldenRealEstate.com)

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