

# Soliciting Testimonials Is One of the Things I Don't Do Well in Real Estate

I'm such a political junkie, that here I am once again approaching midnight on Monday evening, having watched the first night of the Democratic National Convention (loved Michelle's speech), and the newscasts too, and I haven't even chosen a topic for this week's column.

Then I get an email from a recent client containing a testimonial which I solicited earlier today as an afterthought in response to an email request to use my free moving truck. My wife Rita, lying on the sofa as she does late every Monday night, says I should put it in my column, so here it is:

When we were faced with a relocation to Golden from Madison, Wisconsin, we had the great fortune to meet Jim Smith through an acquaintance. At every step of the process Jim gave us excellent service and went far beyond our expectations. We had some experience buying and selling houses, but Jim's detailed knowledge of real estate in Golden and his work ethic truly made a huge difference in our process.

From the very beginning, Jim listened to our priorities, gave us an extensive tour of Golden, and

helped us use his website to narrow our search in preparation for an intense trip to see homes and hopefully make an offer.

During those few days, despite the fact that Jim had his own house on the market, he carved out long days for us to see an excellent selection of homes. We had several setbacks, completely out of Jim's control, and he remained patient and engaged.

When we found ourselves focusing on a particular neighborhood with very few homes for sale (Mountain Ridge), Jim went to his database and actually showed us five homes that weren't yet on the market!! We ended up buying one of those homes as it met our needs better than anything officially for sale.

Finally, Jim offered us excellent service through the closing process and move-in. Overall, Jim was fun to work with, generous with his time and knowledge, and always willing and able to put our interests first in the process. He is an excellent advocate, and we recommend him most highly.

—Tonya and Jason Delborne

In case it doesn't show, I really enjoy giving great service, and finding a home that's not on the market for a buyer is especially satisfying. Coincidentally, my very next transaction involved selling an unlisted home to another buyer. Hey, Rita, do you think I should solicit a testimonial for my website?

## Help Us Create a New Kind of Newspaper for Golden

Four weeks ago in this column, I bemoaned the fact that Golden can never have a free full-market circulation newspaper because the current newspaper makes so much money on legal ads (mostly foreclosure notices), and only a paid circulation newspaper qualifies for that revenue stream.

As a professional newspaper man — trained on the city desk of the Washington Post and having published successful neighborhood newspapers in New York City — I have long dreamt of creating such a newspaper for Golden, and now the time is ripe — especially since my real estate company can be a major advertiser in it.

I envision this newspaper, which I have named "**@Home in Golden**," as a bi-weekly publication mailed free to every home in ZIP Codes 80401 and 80403, not just to the city of Golden. If you'd like to participate in any way in its development, please call or email me!

## REAL ESTATE TODAY



By **JIM SMITH**,  
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## This Week's Featured New Listing:

### This Golden Hideaway Is Close to Everything

Hidden in an alley between 5th and 6th Streets near downtown Golden is this 1985 townhouse. It backs to a beautifully landscaped courtyard which it shares with the six other units of Jackson Place Townhomes. It has several nice upgrades, including granite counters, newer carpeting and newer paint. All appliances (including washer and dryer) are included. The recently finished basement includes a great master suite with oversized shower and bidet. There's a main-floor bedroom with vaulted ceiling and skylights, plus a loft with its own full bathroom and closet, which could serve as a third bedroom. Visit the website above to take a video tour.



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This item appeared only in the Golden edition of YourHub.com, with a shortened segment on testimonials. This PDF is enlarged to present both items in full.