

Real Estate Today

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Yes, Some Agents Are Better at Giving/Getting Feedback

By **JIM SMITH, Realtor®**

An important part of my job as a listing agent *and* as a buyer's agent has to do with feedback. Sellers rightfully expect that agents who show their home to a buyer will let them know what the buyer thought of their home — both positive and negative.



Like all agents, I have been derelict at times in requesting feedback, which is the main reason I hired a personal assistant, Shelley Ervin, earlier this year. Shelley's primary job, in addition to helping buyers obtain mortgage financing, is to email if possible, and call if necessary, every agent who shows one of my listings and solicit feedback—if the agent hasn't already responded to a request generated by my company's showing desk software.

Having obtained the feedback, Shelley's next task, of course, is to communicate that feedback directly to the seller, making sure that I receive a copy of it.

Last week's column about inspection issues generated a larger than usual number of emails and phone calls, but one of them stands out from the rest. A seller, frustrated that her house has not sold despite many showings, vented her anger at agents who fail to give feedback after showing her house to their client.

It turned out that one of those agents was *me*. Since she had contacted me and

since I remembered her house, I was able to give her my feedback directly and, in my defense, said that her agent must not have requested any, since I always take the time to respond to feedback requests. (I fielded three such requests while writing this column!) I show far too many homes, however, to proactively call each listing agent to give them my buyer's and my own reaction to each listing I show.

Just as my own company sends out computer-generated feedback requests, I get an increasing number of these emails myself. I'd much rather speak to the agent than answer these multiple-choice emails.

One question I always get but have little use for is whether the house is priced right. Unless the listing is in a neighborhood I know well, how can I usefully answer that question? I'm not going to do a price analysis on a house I show unless and until the buyer is interested in making an offer. The best I can do is to compare its pricing to a competitive listing nearby that I may have shown on the same day, but both of those houses may be priced wrong. After all, neither has sold yet, or I wouldn't be showing them!

When you interview agents, ask how diligent they are in this important area. And make sure they have a showing desk (or service) that's open all day, every day!

Political Endorsement: For his positions against the beltway through Golden and for ending the occupation of Iraq, I endorse **Herb Rubenstein** for Congress.

This Week's Featured Listing

Historic Office Building Near 16th St. Mall

This 100-year-old building at 1535 Grant Street is owned by Rita and me. I bought it in 1991 to house my own company, but now it is occupied by over a dozen tenants and I'd rather sell it and concentrate on serving my real estate clients. The location is great — a couple blocks to downtown Denver, and a half-block from the Capitol building. With free DSL and utilities included, this building is rarely under 95% occupancy and is usually fully leased. Visit www.BarristerBldg.com.



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