

It's Amazing How Much Time Realtors Must Spend on Their Computers

Studies have shown that over 85% of home buyers begin their search on the Internet, so it makes sense that today's Realtor spends far more time enhancing listings' online presence than actually showing homes.

I would estimate that I spend six to seven hours each day on my computer, starting before breakfast and ending just before bedtime. Here is a partial list of what you'd see me doing if you were a bird (like my parrot) sitting on my laptop screen watching me work.

1) **Email.** On a typical day I get 150 emails (and write at least 50). Many are subscription emails on industry-related topics. Others are MLS alerts for homes sold, just listed, under contract, etc. in areas where I am active. My assistant, Diana, copies me on the feedback requests she sends to agents who have shown or previewed my list-

ings. I receive the responses to those feedback requests, which I then forward to my sellers.

Many emails, of course, are from clients, and some are from readers of this column (which I love to get!). Lastly, there are lots of scam emails, but that has dropped off significantly since I stopped including my email address on craigslist postings of my listings

2) **Listing maintenance.** I'm carrying about 20 listings right now, and there is a huge investment of time in uploading these listings to the MLS, then enhancing them on realtor.com, trulia, zillow and other websites, including our company website. Price changes require extensive computer time, too.

3) **Photo and video editing and uploading.** I shoot all my own pictures and video tours, then use software to create the "virtual

tours" (slideshows) and the video clips for uploading to realtor.com and YouTube. My virtual tour provider has a utility for creating both flyers and craigslist postings, which are cool, but take time.

4) **Market analysis for prospective listings or for buyers.** Sellers need to know how to price their homes, and buyers need to know what to offer on a property.

5) **Document management.** I have great software for preparing contracts and the many documents that go into each listing and transaction. Still, it's time-consuming.

6) **Database management.** It's extremely important to keep track of clients, prospective clients, open house visitors and internet leads.

7) **Writing this column.** I spend about two hours each Monday night and three hours the following morning creating this column and uploading it to the Denver Post by Tuesday's deadline — but this is my favorite task of all!

REAL ESTATE TODAY



By **JIM SMITH,**
Realtor®

This Week's Featured New Listing:

Wide Acres Home Has New England Feel

Maybe it's the dormer windows on the upstairs bedrooms and the oak hardwood floors. Or maybe it's the apple trees and expansive grass lawn. Something about my newest listing at **1240 Meadow Sweet Road** reminds me of Massachusetts, where I grew up, or Maine, where I was born. This home was built in 1948, and the seller has owned it for 50 years. It is located in one of my favorite neighborhoods, too — Wide Acres. That's the off-the-beaten-path area east of Colorado Mills and south of Colfax. There are no curbs or sidewalks, and the streets don't conform to the metropolitan grid either, so it has a country feeling to it. Sure, this home has some age-related problems, but nothing that money and elbow grease can't fix, and it's priced accordingly. **Open Saturday, 1-4 p.m.**



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