

## Feedback From Showings Can Be Helpful, But There Are Good & Bad Ways to Ask for It

When you put your home on the market and open it for showings, you probably look for useful feedback from those who have seen it. As a showing agent myself, I consider it a matter of professional courtesy to provide that feedback when asked.

Like most Denver brokerages, Golden Real Estate employs Centralized Showing Service (CSS) to set showings for our listings and to automatically request feedback from showing agents immediately following each showing appointment.

CSS offers listing agents a choice of two styles of feedback requests. One asks a series of questions, survey-style. The other — which I'm happy to see most agents utilize — is to have an open text field for showing agents to provide feedback in their own words.

When I show a listing, my buyers and I typically come away with specific pros and cons which I'm happy to share with the listing agent, who can then pass them on to the seller. Imagine the frustration when I get a feedback request that denies me that opportunity, asking instead a series of questions with multiple choice answers, none of which fit what I wanted to convey. Sometimes, but not always, the last question will provide a text box to answer another unrelated question, such as "If you're buyer is not interested in this home, please explain why," and I'll utilize that text box to give my positive and negative feedback that I wanted to give in the first place, about which the listing agent didn't ask.

### REAL ESTATE TODAY



By JIM SMITH, Realtor®

The most puzzling survey question — contained in almost all survey-style feedback requests — concerns the price.

Is the home underpriced, overpriced or priced right? I always ignore that question, especially if my buyer is contemplating an offer. The job of a good buyer's agent is to get the best deal for his or her client which, of course, includes negotiating a price they're comfortable with. Therefore, it would be irresponsible of me to answer that question, except perhaps to lay the groundwork for a low-ball offer. And what if an agent is previewing the home prior to listing a similar home in that subdivision? In that case, the agent could state that the home is underpriced, hoping the seller will raise their price, making the new listing more attractive to buyers than their own.

Nine times out of 10, the home I show is *not* a contender for my buyer, so I wouldn't mind giving an opinion about the price, but what's my opinion really worth? Unless it's a subdivision "farm," I would have to do a comparative market analysis to give an informed opinion about each listing I show. Why would any showing agent do the research on listing price before their buyer tells him they'd like to submit an offer? In short, there's almost no circumstance

### Price Reduced on Denver Condo

Are you in the market for an affordable condo? Andrew Lesko's 2-BR condo at **4820 W. 13th Ave.** is now only \$224,000. Take a video tour of it at [www.DenverCondo.info](http://www.DenverCondo.info).

in which it would be useful to ask a showing agent his opinion of a listing's price.

The follow-on question is often, "What do you think the final selling price of this home will be?" Again, not a smart or useful question to ask or to answer.

CSS gives the listing agent the option of releasing feedback immediately to his seller. That means that the feedback response is sent simultaneously to both the listing agent and the seller. I keep this in mind when composing my feedback response, because totally honest feedback could prove stressful to some sellers. Despite this risk, I always choose that option for my listings, believing that my sellers can handle honest feedback. As I read the feedback myself, however, I keep in mind that my seller is reading it, too, and that they might have a reaction to what was written. Since the feedback emails sent to listing agents include the email address of the showing agent, I will often respond to feedback as appropriate.

If *your* home is listed, you will be able to see whether your listing agent is using the survey approach or allowing

for open-ended feedback responses. If you'd like to change the questions being asked or switch to the open text field, you now know that you have that option.

As broker/owner of Golden Real Estate, I encourage our nine broker associates to use the non-survey approach. They tend to agree that the more useful type of feedback request is an open text area so the showing agent has an opportunity to say what's on their mind as they leave a listing, unconstrained by survey questions.

If the goal is to receive detailed and honest feedback regarding your home, then make sure your listing agent lets the showing agents tell you!

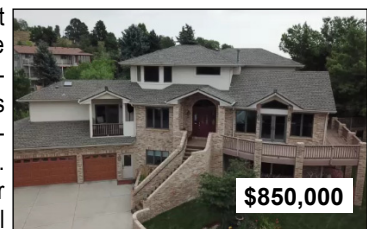
### We Are a Founding Member of Good Business Colorado



This year-old organization's slogan is "Building a Strong Colorado." Golden Real Estate is one of its earliest members, sharing its responsible, values-based agenda. Learn how to join me at [www.GoodBusinessColorado.org](http://www.GoodBusinessColorado.org).

### Arvada Mansion on Hill Has Great Mountain Views

Located on a hill at the end of a short cul-de-sac, this 5-bedroom, 4½-bath home at **6526 Brentwood Court** offers a panoramic view of the Continental Divide. Its numerous features are detailed in the narrated video tour at [www.ArvidaHome.info](http://www.ArvidaHome.info). They include a 1,163-square-foot 3-car garage, offering both natural and artificial lighting, workshop space, and a gas heater.



The home's main floor is bathed in sunlight, and includes a gourmet kitchen to please the most discriminating chef. The kitchen and great room both open to a wrap-around composite deck with steps down to a 5-person hot tub. Bedrooms are on all levels -- a master suite on the main floor, 3 bedrooms on the top floor, and a 5th bedroom in the walk-out basement. The basement also features a large bar with sink, microwave and kegerator, plus a classy wine cellar. One gas forced air furnace with A/C serves the top floor, and a second one serves the lower two floors. Again, you need to view the narrated video tour to fully appreciate this home! **Open house is Saturday, 11 am to 2 pm.**

### Last Chance to Order Rotary Peaches



Each year the Rotary Club of Golden sells peaches from Nolan Orchards on the Western Slope to fund its many worthy projects at home and around the world. With the Aug. 18th delivery date fast approaching, time is running out to order your Palisade peaches online at [www.GoldenRotaryPeaches.org](http://www.GoldenRotaryPeaches.org). The cost is \$38 per 20-pound box, which contains 38 to 40 peaches. If you're in business, boxes of these peaches make a great client gift! I'd be happy to pick up your box(es) for you if the August 18 pick-up date at the Jefferson County Fairgrounds doesn't work for you. I will hold them for you at my office on South Golden Road — just ask. Thanks for supporting Rotary!

Any unsold peaches will be offered for sale at the **Golden Fine Arts Festival** which is held the same weekend as our peach delivery. See [www.GoldenFineArtsFestival.org](http://www.GoldenFineArtsFestival.org).



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