

'Pride of Workmanship' Can Apply to the Real Estate Industry

Recently, when I saw the phrase "pride of workmanship" used in describing a house for sale, it occurred to me that we agents should aspire to have our clients use that phrase when describing how we have served them.

What would "pride of workmanship" look like in a service industry such as real estate?

Well, first, it would apply to the care with which we enter our listings in the MLS. Here's an example of a property description in the MLS:

"Fantastic Brick Ranch @ The Summit@mesa Me Adows!Fantastic Views-Excellent Location-Be Autiful Kitchen W/Granite+Hickory Cabinets- Hardwood Flooring In Kit+Breakfast Nook-Hug E Master W/5pc & Patio Access-Main Floor St Udy W/Mtn Views-Large Gr8 Rm W/2 Sided Gas"

Perhaps that agent is in an office where secretarial assistants enter all listings in the MLS, but one would hope that he or she would

last year (it hasn't sold) politely informing the agent of this error and the advantage of correcting it. As I write this column, that listing is still entered incorrectly.

As a matter of full disclosure, I should admit that I'm a Virgo — and a typical one at that. ("Attention to detail" is a phrase often used when describing us Virgos.) Perhaps you'll forgive me, then, if I even say that the "For Sale" signs can exhibit pride of workmanship. Personally, I like to make my own sign posts from 4x4 lumber, instead of using the white plastic posts used by most agents. And when I put the signs in the ground I use metal stakes that leave the ground unscarred when the posts are removed. I use a level to make sure that the sign is vertical, using shims when needed. Sorry, I can't help it!

Listing agents debate whether to have brochure boxes — some believe it cuts down on sign calls from prospective buyers. Personally, I like making brochures, and I make sure they look good — and have no typographical errors!

As is many professions, the most successful agents are those who have a "coach." Earlier in my real estate career I had two different coaches, but I soon fired each of them. Why? Both these coaches said that I would be more successful if I delegated to an assistant every single activity that didn't bring in business. If I followed their advice, I wouldn't be making those sign posts, or putting

them in the ground. I wouldn't be entering my own listings in the MLS. I wouldn't be shooting my own virtual tours or creating brochures. I wouldn't even be writing this column myself. These coaches were probably correct, but I enjoy each of those "unproductive" tasks, and it keeps me grounded in what is, for me, a relationship business where pride of workmanship feeds my soul.

Coming Soon in Mesa View Estates:

This home at 15909 W. Ellsworth Drive will be on the MLS soon, and if you appreciate great landscaping and views, hardwood flooring, slab granite counters and all-Viking kitchen appliances, you'll want to be first in line to see it! With 4,854 sq. ft., it has 4 bedrooms, each with walk-in closet.



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way to describe and promote each listing. A quick count of 100 active listings in the Golden area reveals that only 35 of them had 10 pictures, and 7 had no pictures at all. Sixteen had just one picture. Half of them had no breakdown of square footage by floor.

One listing I'm familiar with has the wrong map and section information entered. I sent the listing agent three emails over the



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