

# Rocky Tech Loses Credibility With a Couple of Its Recent Lead Stories

If you're a skier, you may have been as shocked as I was to read the front page of Rocky Tech on October 15, 2007, "High-tech lifts cut lines." It was about the "new" technology of detachable chair lifts which were introduced decades ago. I couldn't believe my eyes as I read the story which consumed, as I recall, all of page one and much of page two of the Rocky Mountain News' weekly technology section.

Then I saw this week's Rocky Tech headline, "Buying or Selling a Home? Forget the Traditional Realtor." Again, the article consumed all of page one and most of page two. Perhaps you saw it.

It was a free advertisement for two obscure companies and made me wonder whether they were PR clients of the author. The byline read "Special to the Rocky" which is journalistic for the writer not being on the newspaper's staff. The writer had been a staff writer in the past, and PR is a common post-journalism career path.

So I did some investigation. I found out that Company A promoted in the article had only one agent, its owner, and that he had only six active listings and two sold listings and only 10 buyer sales in 2007, as reported on Metrolist. (He may have had more on IRES, the Northern Colorado MLS, but that

MLS does not allow searching by agent name or ID.)

Company B fared a little better, having seven active listings and three sold listings on Metrolist. All of the active listings were from the same agent. This firm has five other broker associates, one of whom (the listing agent mentioned above) had 14 buyer transactions, and another one had nine, and a third one had one buyer transaction. The managing broker for this firm has in the last three years had only one sold listing and four buyer transactions.

Both companies were portrayed as providing extensive online presence to their listings, but only Company A subscribed to realtor.com's showcase service and even so did not make full use of it.

I'm not writing this to express jealousy for these companies' PR coup, but to caution readers to take with a huge grain of salt anything (including my column!) that they read in print.

## Changing the Subject...

On Sunday I attended that 100-house lender-owned auction held at the Convention Center. I was going to write this week's column

about what I learned until I read Monday's newspaper. I'd be glad to share my experience with you. Call or email me (see below) if you'd like to chat about it.

### REAL ESTATE TODAY



By JIM SMITH, Realtor®

**Keep Informed of New Listings:** Every Friday, Jim Smith sends an email describing that week's new listings in Golden, which he then previews on Saturday morning. Later on Saturday he sends a second email with his notes on those listings. To be added to this free email list, write to [Jim@GoldenRealEstate.com](mailto:Jim@GoldenRealEstate.com).

## This Week's Featured New Listing:

### A 2-Bedroom Golden Condo for Just \$75,000!

This condo at **16359 W. 10th Ave.** may be the answer to your search for affordable housing in the Golden area. The two bedrooms share one full bath, and the included kitchen appliances are all basic but adequate to their tasks. The garden level unit is accessed through the entrance on the right side of this picture. When I shot the video tour which you can take at the website, I was impressed with how quiet the location is. Call me for a private showing.



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