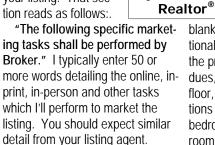
The Listing Contract Now Includes Your Broker's Marketing Commitments

about their listing agent is that he or she did nothing more than put their home in the MLS and a sign

in the ground and wait for other agents to bring a buyer. That may be why the latest version of the Real Estate Commission-approved listing contract (mandatory since last July) contains a place, Section 9.3, for the listing agent to spell out how he's going to market your listing. That section reads as follows:.



Regular readers of this column know how keen I am about marketing listings and how annoyed I get

An oft-heard complaint by sellers with listing agents who do the bare such as directions to the property, minimum to market their listings.

Agents who "only put the listing in the MLS" don't even do that



and therefore are left



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blank by some agents. These optional fields include a description of the property, roofing material, HOA that Denver's MLS has a different dues, lot size, square footage per floor, and the dimensions and loca- many consumer web sites. On tions of such key rooms as master bedroom, kitchen, and family room. These fields are too often left blank. Even pictures are optional on the MLS!

Note: Some "mandatory" fields,

can be gotten around. The system only requires that *something* be entered, so some agents enter "see Mapquest" or simply a zero.

Agents who specialize in bankdata fields are manda- owned properties can be the worst offenders in this regard. Banks make great clients because they don't typically notice how bad a job some of their listing agents do in promoting their listings.

Next time you negotiate a listing contract with an agent, don't overlook the opportunity to have them enter everything they'll be doing to market your home in Section 9.3.

Square Foot Confusion

Buyers are confused by the fact definition of "Square Feet" than do

the former, it excludes basement square feet, but on other sites it represents finished square feet, which can include basement square feet.



This Week's Featured Listing:

Major Price Reduction on Golden Home

Is backing to open space important to you? How about being close to a trailhead? Do you like living on a quiet circle street, away from highway noise? Do you like watching movies in your own home theater with THX surround sound? Have you ever wanted your own climate controlled wine



cellar? How about a main-floor study with its own door to the front porch so that visitors don't have to go through your living area? Would your kids appreciate having a big loft to call their own? Do you think it's time you had a 3-car garage? Well, all these features and more await you in this high-end home, just reduced by \$70,000! Call for a showing today!

Jim Smith

Broker/Owner





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