

There Is No Better Feeling Than Serving a Client Well, Like I Did This Week...

This week it all came together for me and a buyer client, when I got them under contract for the "perfect" home. It was one of those times when I can say to myself that my years of experience served me well, and served my client well, too. Six years ago, when I was new in this business, I would probably not have accomplished what I accomplished for this couple on Monday.

REAL ESTATE TODAY



By **JIM SMITH**,
Realtor®

go!" One of the homes had been taken off the market, the second one was so littered with children's stuff and dirty clothes that we walked out of it in about 60 seconds.

But the third home was exactly what this couple had been looking for. Despite the slow market, I took my usual precaution of calling the listing agent from the car to say we were very interested and let me know if any other offers came in.

to our eventual success.

Less experienced agents might have suggested a full-price offer — especially after I looked at the comps and saw that this house was a great deal even at full price. Instead, by using an escalation clause, I was able to snare this house for my clients at \$8,500 below listing price even though there was a competing offer for \$5,000 more.

How did I do it? It was a combination of the escalation clause, no seller concessions, a powerfully written (and true) lender letter from Shelley Ervin, a higher-than-demanded earnest money check, and a low LTV loan. Befriending the seller (who walked in on our showing) and complimenting him on his home didn't hurt, either. I won't say more here, but call me if you'd like more details.

When I started my real estate career, I didn't think experience really mattered. Today, I can see how it does—and it made my day.

Golden Real Estate Welcomes 2 New Agents

I'm pleased to announce that our new company has recruited its first two agents.

Rhuell Lambert, with 31 years' experience, joined us first. Before moving to California (where she is still licensed), she had worked here in Golden for a RE/MAX office, as I had, and she lives here in Golden, close to our office. Since she had been the managing broker in other companies, supervising up to 100 agents, I seized the opportunity to appoint her as managing broker, which allows me to spend more time doing what I do best —

listing and selling real estate.

Rhuell's first recruit as managing broker was Leah Kelley, a former accountant and computer instructor who has been a licensed Realtor since 1998. Leah's upbringing in Alabama and Mississippi brings a nice bit of Southern hospitality (and accent) to our office, and we welcome her!

Agents who join our office enjoy several advantages. First, they get free "showcasing" of their listings on realtor.com, the nation's leading real estate website, and I will mentor them in making full use of that service, including video tours on all listings. Call Rhuell or me at 303-302-3636 if you'd like more info.

Picture this: My client emails me in the morning that they have three homes they found on my website's MLS search utility, and although I should have been working on this column (which is technically due at noon on Monday), I said, "Let's

The listing agent said he had two offers he was about to present, but I got him to wait for ours. Before hanging up I asked whether either of the two other offers had an "escalation" clause. They didn't., and I knew that was the ticket

Keep Informed of Local Real Estate Activity: Don't settle for MLS-generated email alerts about new listings. Jim Smith sends emails reviewing (in his own words) new listings, plus separate emails reporting and analyzing closed transactions. To be added to this free email service, write Jim@GoldenRealEstate.com.

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