

# Colorado Environmental Film Festival Is Back Live Next Week, Featuring 90+ Films

Golden Real Estate has proudly co-sponsored this unique film festival for at least a decade. For the first time since 2020, the festival is back live at the American Mountaineering Center (AMC) in downtown Golden Feb. 23-26, but most of the films can also be viewed online starting the following week.

During the pandemic, the festival ("CEFF") was only virtual, and I loved it because I was able to see far more films than I could have seen in person.

Meanwhile, if you go online to <http://ceff2023.eventive.org/films>, you get to read descriptions and view trailers for all 97 films in the festival. At right is a screenshot from that website, showing just three of those films' thumbnails. I was particularly drawn to "The Power of Activism," and look forward to seeing the full 53-minute Australian film about six young women activists out to save the planet. "Purple Haze" is about the purple martin, described as "America's favorite backyard bird."



An in-person "all access" pass costs \$90 and can be purchased at the same website. The virtual pass is \$75.

As before, the films are combined into 28 "collections" such as the "Activism Collection" (my favorite), each of which can be purchased for \$12 if you don't want to buy the all-access or virtual pass. All the information is on that website. Click on the "Menu" link at the top left of the website to see the various pages with all the information you need to attend the festival.

As in past festivals, there is a free (but ticket required) "Community Opening Night" on the 23rd which includes announcement of the winning films in various categories. It starts at 6 pm in the AMC auditorium and is followed at 7:15 by the screening of seven of the award-winning films, ranging from a one-minute PSA to a couple 23-minute films. I never miss this event, which is held in the AMC's Foss auditorium.

Although CEFF is an international

## Have You Wondered About 72Sold? It's Not Licensed in Colorado

Like me, perhaps you have wondered about 72Sold, which runs ads every night on local TV stations, giving the impression that it's a real estate brokerage and directing you to its website, [www.72Sold.com](http://www.72Sold.com), which gives the same impression.

In researching this company, the first thing I did was to check the Denver MLS to see how many listings it has sold. The answer was none, because 72Sold is not a member of the MLS or licensed in Colorado to sell real estate. It's not even a member of the National Association of Realtors.

So what's the story? First I called Marcia Waters, director of the Colorado Division of Real Estate, who confirmed that 72Sold is not licensed in Colorado and said the division has not received any complaints about them — which makes sense, since one can only file a complaint against a licensed brokerage.

To learn more, I posed on their website as a potential seller and requested a valuation. Doing so resulted in my getting a call from one of their "agents," who revealed, under questioning, that she was with Your Castle Realty, a non-Realtor

brokerage. So as not to blow my cover just yet, I used the excuse that I only wanted to work with a Realtor, and she offered to have an agent from Keller Williams call me.

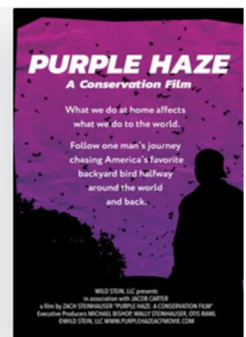
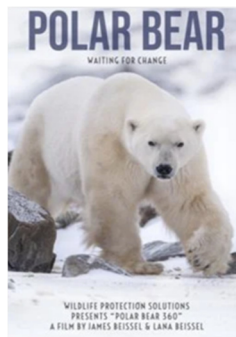
Susan Thayer, co-owner with her husband of Keller Williams Action Realty in Castle Rock, was the agent who called me. I revealed to her that I was actually a Realtor myself writing this real estate column and that posing as a buyer was the only way I could find out what was really behind all those TV commercials. She was quite open and helpful and sent me links with background information, including an Inman News article about 72Sold's partnership with Keller Williams and its many franchises.

Like 72Sold's website, the Inman story conflated the role of a lead generating company and a real estate brokerage, reporting, for example, that 72Sold had grown from 10 agents to 426 agents (as of August 2022), when in fact they only have licensed agents in Arizona, where they are a licensed brokerage. Everywhere else, as I understand it, 72Sold has what should be called "referral partners," not agents.



al film festival, several of the "collections" feature films made by Colorado filmmakers. There are also 16 accessible collections which are either captioned, subtitled or have no dialog. One collection is of the "Top 10 Best Kids' Short Films."

Other collections which caught my attention include: **Art in Nature; Climate Chaos; Feathered Friends & More; Innovation & Inspiration; Off the Beaten Path;**



**People to Know; Special Places; Unique Solutions;** and two **Wildlife Collections.**

If you are reading this column in

What 72Sold does is invest 80% of its referral fee income (according to the Inman story) into more TV advertising in those markets where it has referral partners, and some of that expense is apparently shared by those referral partners, although I didn't garner any specific numbers.

What 72Sold offers through its referral partners is a strategy of combining a 7-day coming soon period with a Friday-to-Sunday period in which buyers' agents may show the home for 15 minutes on Saturday, according to the Inman article. The idea is to create a buyer frenzy and "fear of loss." With the slowing of the market, that strategy has softened. It sounds great to sellers, however, making the leads generated well worth their fee.

time, there's a free **Festival Preview** at the University of Denver's Sturm Hall on Thursday, Feb. 16th, 6:30 to 8:30 pm.

The Foss auditorium is the main venue for the festival at the American Mountaineering Center, but a second theater is created in the AMC's event center to accommodate all the screenings, which begin at 10 a.m. from Friday through Sunday. The virtual access ticket (which I'm going to get) allows you seven days to watch any or all of the films on demand.

The festival features young filmmakers from around the nation including Hawaiian youth-made films like "Sunscreen Standoff," and local Colorado young filmmakers like Taylor Saulsbury, who gives voice to her generation's climate anxieties, creating portraits of resistance and resilience in "Right Here. Right Now."

Join in the free virtual "Green Bag Lunch & Learn Series" to hear from local experts as they dig deeper into current event environmental issues, including a closer look at the impact of Climate Chaos on young people's mental health (Wednesday, March 1st at noon).

By attending the festival in person, you also get to participate in **Filmmaker Q&A Sessions** after many of the films to chat live with the filmmakers in attendance or watch one of the many recorded sessions to hear the secrets and intriguing behind-the-scenes stories of the films featured in the festival.

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