

Realtor Association Moves to Increase Skills & Professionalism of Members

I was heartened recently to read the following report of a major new initiative from the National Association of Realtors aimed at going beyond our respected Code of Ethics toward creating more professionalism among members.

Rather than paraphrase it, here's the report, taken verbatim from NAR emails:

"As part of a wide-ranging set of recommendations to raise the bar on Realtor professionalism, the NAR Board of Directors at its Nov. 10 meeting in New Orleans approved the drafting of a proposed aspirational Code of Excellence to be brought to the board at a future meeting for approval.

"The goal is to raise the practice of

real estate measurably through increased training in the competencies that consumers value. These competencies include the stewardship of property listing data, privacy and security of consumer information, advocacy of property rights, community involvement, and technology.

"This is the first step in a process for the continuing improvement of our profession," said NAR President Steve Brown. The provision was passed after extensive debate on the floor of the meeting. Related provisions were also passed. These include

provisions that would do the following:

- ◆ Change the frequency of NAR's Code of Ethics educational requirement from every four years to every two years, starting in 2016;

- ◆ Add a biennial Code of Excellence education requirement; and mandate continual updating of the training;
- ◆ Help its members strive to be proficient in data content and have efficient access to the broadest range of data available; and
- ◆ Develop an industry standard that would allow consumers to evaluate Realtors fairly and accurately.

"It's a move that has long been contemplated by both NAR leaders and rank-and-file members who say a higher standard is essential for maintaining Realtor's central role in the real estate transaction.

"Over more than a dozen years, the association has taken measures to encourage professionalism, including passing a Code of Ethics training requirement, rolling out new designations and certifications, and establishing a masters in real estate program

through Realtor University.

"NAR President Steve Brown said moving forward with the project is essential for the organization. He noted that NAR has considered the idea for 25 years and said he has heard from many association stakeholders about the importance of strengthening the real estate industry's value to consumers."

[End of NAR blog excerpts]

I'll be curious to see the follow-through by NAR, because not all of the comments from Realtors on the NAR blog posts were positive.

Some agents saw it as an attack on current levels of expertise among members and an excuse to create yet another costly class by a trade association which is known to be losing membership. (Agents only need to be a member of NAR if they are in a brokerage where the managing broker or broker/owner is a Realtor.)

REAL ESTATE TODAY



By JIM SMITH, Realtor®

Sellers Risk Losing Out When They Don't Put Home on MLS

I see this happening every week or so. A home goes under contract without being exposed to the universe of buyers who might want it.

If you're a seller and some broker or unrepresented buyer brings you an offer at a great price, it is so tempting to accept the offer and spare yourself the annoyance of listing and showing your home, especially if there is little or no commission to pay.

But how will you know what you could get for your home if you don't expose it to the wider market?

If this happens to you, at least ask an experienced broker to represent you in the transaction for a reduced commission of, say, 1%. Getting under contract is only the first step in the process. You're going to have inspection and other issues arise and you'll want to have someone with experience in such matters to negotiate on your behalf.

In this market, where a higher percentage of contracts are falling, it's also good to have a back-up contract in place to strengthen your hand on inspection issues. Twice recently I was able to tell the buyer's agent that, "We have a back-up buyer waiting for you to terminate, so we're not going to make any of the repairs you're asking for." That's a no-lose situation for my seller: either the buyer withdraws their inspection demands, or they terminate and we get a better price from another buyer.

Don't make the mistake of selling your home without exposing it to the full universe of buyers.

Coming Soon: Fabulous Applewood Home

You've heard the refrain "location, location, location" in real estate, and here is a great example of it. This east-facing home at 2075 Urban Drive backs to the Maple Grove Reservoir in Applewood, which means that the view from this home's west-facing deck is an unobstructed view, over the lake, of the front range mountains. Visit the home's website to see that fantastic view as well as pictures of the unusual interior. This is a bi-level home, but with a difference. In most bi-level homes, the lower level is below grade with only above-grade windows. In this house, the lower level walks out to the backyard, and the driveway wraps around the house into a 2-car oversized garage. Entering through the front door, you climb a half flight of stairs to the main floor with the master suite, two guest bedrooms, living room, dining room and spacious kitchen. There are vaulted ceilings throughout this level, with both east-



and west-facing triangular windows in those high, peaked walls, flooding every room with natural light. Downstairs is the garage and laundry room, a family room with wet bar, third guest bedroom and bathroom. In the middle of this U-shaped home, facing the reservoir, is an outdoor hot tub. You've got to see this home! Showings begin next week. View the video tour online, then call me for a showing!



Serving the West Metro Area

Jim Smith

Broker/Owner

Golden Real Estate, Inc.

DIRECT: 303-525-1851

EMAIL: Jim@GoldenRealEstate.com

17695 South Golden Road, Golden 80401

WEBSITE: www.GoldenRealEstate.com



Follow us on Facebook at

www.Facebook.com/GoldenRealEstate1

