

Sellers Often Ignore Their Own Self-Interest in Selecting a Listing Agent

Golden Real Estate does pretty well when it comes to getting listings. but such is not always the case.

This column has a lot to do with it. That, of course, is why I started writing it 10 years ago — to show that my team and I know what we're doing.

So, thank you, dear readers who provide us with a large percentage of our business!

Since I am kept plenty busy by those who come to me based on my writings, please don't think I'm complaining when I simply observe that a high percentage of sellers use subjective or illogical criteria when it comes to the selection of their listing agents. You'd think that when it comes to the biggest transactions of their financial lives, people would use logic and common sense in the hiring process,

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

One of my most popular columns had the headline, "18 (or More) Questions to Ask When Interviewing Your Next Listing Agent," and I even gave that column its own web site, www.The18Questions.com.

That column contained a lot of obvious and logical questions to ask an agent, such as whether they do "virtual tours" or narrated video tours, and whether they complete all the fields on the MLS, or only the mandatory ones.

I suggested that the best way to judge how an agent will market your house is to see how they market their current listing. Get the address of a current listing, I suggested, and Google it to see how it is presented

online — which is the most important element of marketing nowadays.

Also important, does the listing agent use a good showing service to set showings by other agents, and does that service have a good system for obtaining feedback?

There were many other sound suggestions made in that column, but experience has shown me that few sellers choose to follow them. Time and again I see people hiring agents from Boulder or Castle Rock to list their Denver area homes. Sometimes it's the seller's brother-in-law or friend. Sometimes it's the listing agent for the home they want to buy, instead of the agent who specializes in their current neighborhood. Sometimes the agent is not even a member of Metrolist, the Denver area's MLS!

Other sellers might think they will save money by utilizing a "limited

service" agent who simply puts the home on the MLS but does little other marketing. Still other sellers might put their home on a for-sale-by-owner website, without considering how to manage agent showings or how to negotiate multiple offers.

Again, I'm not complaining so much as I am remarking on this phenomenon of sellers neglecting their own best interests when hiring a real estate agent to list their home. Whether or not sellers hire Golden Real Estate with its marketing expertise, they could definitely be more logical in choosing the agent or brokerage that is best for them.

I freely admit that I may not be the best agent for a given seller. Fortunately we have a diverse group of agents within our company. I would be happy to help you identify the best agent for your situation, even if that agent is with another brokerage.

This Week's Featured New Listings From Golden Real Estate

Your Choice: A Luxury Home in Golden or a Foothills Lot on Which to Build a Custom Home

Imagine living in this spacious Golden home at 1405 Jesse Lane, with a fenced yard & 3-car garage in the Canyon View subdivision. Enjoy the convenience to hiking & mountain biking trails just down the road. You'll be impressed with the 10-foot

ceilings on the main level & 9-foot ceilings in the basement, new hardwood flooring & Italian marble tile! Impress your family and friends with your gourmet chef's kitchen with its maple espresso cabinets, slab granite countertops, marble backsplash, built in refrigerator, 5 burner gas cooktop, double oven & 2nd sink. You will LOVE the upgraded light fixtures, 8-inch crown molding throughout most of this home and 7-inch base boards. Take the video tour, then call listing agent Karon Hesse at 303-668-2445.

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just 20 minutes from Downtown Golden! There are two suitable building sites to choose from that are easily accessed from both the east and west sides of the property. A well is already drilled. The property has many types of terrain includ-

Or perhaps you'd like to buy the parcel at right. On it you could build your secluded mountain home with southern exposure. This unique property has 40 pristine acres, located in Golden Gate Canyon

ing gentle sloping, sloping, ravine, and rock outcroppings. You'll find amazing panoramic views of the Front Range all the way to the Continental Divide! Just listed by Mark Spencer, 303-842-4480



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