What's an Agent's Value Proposition?

Misinformation About the Housing Market Is at the Highest Level I Can Recall

Seeing how easily the public is misled by political demagoguery, I suppose I shouldn't be surprised

that Americans are so easily misled about the housing market.

Regularly I hear buyers saying they can't buy a home because they don't have a 20% down payment. In fact, you can still get an FHA loan with only 3.5% down payment if you have a 630 or higher credit score. Here in Colorado, you can buy a

home through the Colorado Housing Finance Agency (CHFA) with only \$1,000 down and a 580 credit score. (There are reasonable income limitations.)

Now and then I hear from sellers who received an email saying that the Affordable Health Care Act ("Obamacare") will impose a 3.8% sales tax on the sale of their primary residence —a total lie knowingly promulgated by Obama haters.

One of my broker associates is

working with a buyer who is convinced that the national averages of declining home values should apply

where he wants to buy, when we all should know by now that all real estate is local and some areas, like Gold-

en, have experienced virtually no decline in values. On Monday I read an

email claiming that closing costs for buyers have risen by 15% this year, but I see no evidence of any increase

at all. Here in Colorado, unlike many states, the seller usually pays for the owner's title insurance policy, so our closing costs for buyers are actually very low — virtually non -existent if you buy real estate without a loan.

In a listing presentation this week vinced that now is the for a \$1.5-million home, the seller was under the impression that jumbo loans (loans in excess of \$417,000) are no longer available, but I put a lender on the speaker-

phone to reassure him that in fact jumbo loans and second loans (to cover the amount in excess of

\$417,000) are available so long as the buyer can put down 25% and has the credit and income to justify the loan(s). Indeed, homes over \$1 million are selling at a great clip this vear in the Denver area — 350 have closed since Jan. 1st, and another 79 are now under contract. according to Metrolist, the Denver MLS. At this rate, there's less than a 2-year supply of homes over \$1 million on Denver's MLS — a huge turnaround for that sector.

As a Realtor specializing in Denver's western suburbs, I find myself constantly correcting misimpressions created in the minds of both buyers and sellers by the media promoting doom and gloom in the real estate industry.

If you aren't yet conperfect time to buy or sell a home, I'd appreciate the opportunity to show your otherwise. Call me anytime!

One reason homeowners try to sell their home without using an agent is that they can't identify the value propositions of the agents they interview. At Golden Real Estate, we believe you should feel

good about the commission we earn

from listing your home. Our value proposition includes the following — and more:

- Featuring your home in this spot the week that it goes on the MLS
- ♦ A full-featured web page for your home with its own domain name
- ◆ Free professional staging advice to help your home show its best
- Free moving truck and moving boxes for you and the buyer

- ◆ Great signage, including real wooden "yard-arm" signs with solar powered lighting at night
- ◆ State-of-the-art showing service 8am-8pm daily for trouble-free setting of agent showings and automated feedback requests
- Seller login and password for easily changing showing instructions online at any time
- Narrated video tour which simulates an actual tour of the home - great for out-of-town buyers
- ♦ Up to 25 still photos on the MLS
- ◆ Full enhancement of your home on realtor.com and other sites
- ◆ Syndication of your listing to thousands of other websites.





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