

"All My Agent Did Was Put a Sign in the Ground and Wait for It to Sell."

Regrettably, this is a common complaint — perhaps one that you yourself have made. And if that's all your listing agent does for you, then why should you pay him or her a big commission?

I agree completely. I promise that you will not hear this complaint about me or any of the nine broker associates at Golden Real Estate. Any agent who joins our company has to agree to our full service policy. We make that easier by providing several value-added services for their listings at no cost to the agent. (If your agent is

not giving you full service, it may be because they can't afford that value-added service.)

For example, we don't simply require the maximum number of photographs of each agent's listing, we have a full-time assistant trained in HDR photography who takes the photographs for them (unless they want to master that process for themselves, in which case they can use our equipment instead of having to buy it themselves).

We don't simply require agents to take live-action narrated video tours

of each listing, we shoot the video tours for them (or, again, lend them the equipment) and then post those videos on YouTube, the MLS, Trulia, Zillow and all consumer and broker websites through IDX syndication.

We cover the cost of the following services, too, and make sure agents take advantage of them:

- ◆ Enhancement of all listings on realtor.com, Trulia, and Zillow.
- ◆ Free use of our moving truck and free moving boxes & materials for their clients. (They can also offer free use of this truck to help win competitive bidding situations.)
- ◆ Free staging consultations by our in-house staging expert
- ◆ We purchase the URL's for each

listing (see them on the photos below) and pay for the sign riders to promote those web addresses.

- ◆ To facilitate successful open houses, we provide free helium balloons and open house signs.
- ◆ All listings by our agents are promoted in this ad, as shown below.
- ◆ Our high-end wooden "yard-arm" signs with solar lighting are installed free by our assistant.

Agents who tell you that such marketing is not necessary anymore are simply justifying limited service. You can't do too much marketing, *especially* when the opportunity exists to get multiple competing offers. Consider this when choosing the listing agent for your home.

REAL ESTATE TODAY



By **JIM SMITH**, Realtor®

This Week's Featured New Listings From Golden Real Estate



Video Tour at www.EaglePointHome.info

This home at **6656 S. Quail Court** in Littleton's Eagle Point subdivision was built in 2006. Its original owners now offer it for sale. The home has many features, not the least of which is its location backing to open space. It has a 3-car garage, hardwood floors, a master suite overlooking that open space, and a finished walk-out basement. Above all, it is a patio home, meaning that the HOA maintains all the grounds around the house (there is no fenced yard) and even shovels snow up to the home's front door in the winter. It's a true "lock-and-leave" home! **Open Saturday, 1-4 pm.**



Video Tour at www.6thAveWestHome.com

This home at **14534 W. 3rd Avenue** is just two blocks from Kyffin Elementary School, one of the most desirable schools in the Jefferson County school district. The community swimming pool is just two blocks in the other direction. Features of this home include its four upstairs bedrooms, a high-end stair elevator, covered front porch and covered back deck, and a beautifully landscaped backyard. The street itself is very quiet, extending only one block from Flora Way to Holman Way. The recently replaced driveway features a smooth entry — no "mountable curb"! The voluntary HOA dues are only \$35/year.



Video at www.HiwanFairwayHome.info

If you like to golf, you'll enjoy this patio home at **2292 Augusta Drive**, backing to the 2nd tee of Hiwan Golf Course in Evergreen. It has a main-floor master suite and a guest suite with large loft on the second floor. The walk-out basement is fully finished but completely open, used by the seller as a combination exercise room, office and rec room. Enjoy watching the golfers from the 26' wide wood deck outside the living room or from the equally large concrete patio outside the basement rec room. This home offers mountain living within easy commuting distance of Denver — another fine "lock-and-leave" home. **Open Saturday, 1-4 pm.**



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