

# Can We Say Goodbye to Agents Claiming to Be '5280 Five-Star Professionals'?

For years I have complained about colleagues who claimed that 5280 Magazine had honored them as "Five Star Professionals" when in fact the magazine had nothing to do with the honor.

Rather, Five Star Professionals is a Minnesota company which runs the program by that name and would purchase a large block of pages in the September issue of 5280 Magazine every year to promote the "winners" of that award.

Each year I am notified of my "nomination" to be named a Five Star Professional, and one time I

**REAL ESTATE TODAY**



By **JIM SMITH, Realtor®**

responded to see how their program operates. It's basically a scheme to get agents to buy, among other things, large display ads at inflated prices within that large block of advertising within 5280 Magazine's September edition. What bothered me the most was that both 5280 Magazine and Five Star Professional looked the other way when the "winners" would then promote themselves as "5280 Magazine Five Star Professionals" for years to come.

I won't dispute Five Star Professionals vetting process here

(although I have in the past), but I welcome the fact that their advertising may no longer appear in 5280 Magazine and that "winners" can no longer mislead clients and colleagues by implying that the magazine awarded them the Five Star Professional citation.

I only realized this change when I saw Five Star Professional's block of advertising in last Saturday's real estate section of the Denver Post. My question now is whether the "winners" will now claim to be "Denver Post Five Star Professionals."

Searching my email inbox just now, I found several emails with phrases such as the following in some agents' email signatures: "Recipient of 5280's 'Five Star Real Estate Professional' Award 2019 & 2020!"; and "5280 Magazine Five Star Professional Ten Year Award Winner."

Most recipients of this "award" are also Realtors, meaning they are bound by the Realtor Code of Ethics, which they are violating

when they represent that 5280 Magazine gave them an award that it has nothing to do with.

In my email, I also found a 2017 email from Five Star Professional, offering me, as an awardee, a 1/9th-page display ad in 5280 Magazine for \$1,250. A 1/4-page ad was available for \$2,095.

One red flag in Five Star Professional's program of identifying nominees and awardees was that they would never disclose, even to me, who nominated me. Instead, I got an email which said, "One or more of the clients you work hard to serve every day has nominated you for the Five Star Real Estate Agent Award."

I consider the whole program suspect and just another example of profiteering on real estate agents who are easy targets for such promotional programs.

*Should you move or stop receiving this newspaper, remember that you can get this column by email. Send requests to my email below.*

## Let's Call It What It Is: 'Climate Destabilization'

Regular readers of this column know that I'm a big proponent of addressing climate change. We are definitely feeling the effects of not addressing it this year with the "heat domes."

Years ago, I suggested we refer to climate change as "climate destabilization," because the kinds of flood/drought, hot/cold episodes we are witnessing demonstrate exactly that. Although I'm not a scientist, I understand science, and I know that the jet stream is affected by changes in the Arctic, and the Arctic has been warming faster than the rest of the planet, as proven by the rapid reduction in summer ice. The heat domes of summer and the polar vortexes of the winter are direct results of that polar warming.

We are fortunate to have the climate change deniers out of power so that we can finally ad-

dress climate change. Have we passed the tipping point? A few years ago, citing the loss of summer ice in the Arctic, I said we may be, but we shouldn't use that as a reason to stand by as the jet stream continues to lash the planet and as the Gulf Stream, responsible for keeping Europe temperate.

We can't do everything the world needs, but the world needs everything we can do.

**Price Reduced on Denver Listing**



David Dlugasch's updated bungalow listing at **847 S. Newton St.** is now priced at **\$349,000**. Take the narrated video tour at [www.DenverHome.info](http://www.DenverHome.info).

## Just Listed: 2-Story Home with Main-Floor Master

This home at **14122 W. 59th Avenue** is in the Car-O-Mor Heights subdivision northwest of 58th Avenue and Eldridge Street in Arvada, a half mile south of the Susan M. Duncan YMCA. The owner, who had the home built to his specifications, is a retired



engineer, and he will provide the buyer with complete plans for the home and its heated and cooled 24'x24' detached workshop (designed so you could easily convert it to a second garage). For the right price, the seller will leave the many tools and machines instead of selling them privately. The home has been beautifully maintained inside and out, with great landscaping. The basement is not yet finished, but some walls have been framed and lots of building materials will stay with the home. There is no HOA, so there's a 13'x35' RV parking space, too! To fully appreciate this home, watch my video tour at [www.ArvidaHome.info](http://www.ArvidaHome.info), then call your agent or me at **303-525-1851** for a private showing. I'll be holding it open this **Saturday, 11 am to 1 pm**.

## West Denver Bungalow Just Listed by Jim Swanson



This 1949 bungalow at **740 Meade Street** has two bedrooms, one bathroom and a 1-car detached garage. It is a fixer-upper located on a nice block within walking distance of Lakewood Dry Gulch Park and Paco Sanchez Park, and the Perry Street station of the West light rail line. The house needs work and could

use rehab but is livable. Live in it while you rehab it. The seller prefers to sell the home "as is." Find more pictures and information at [www.DenverFixup.info](http://www.DenverFixup.info), then call your agent or listing agent **Jim Swanson** at **303-929-2727** for a private showing. No open houses.



Every element of this ad is also posted at [GoldenREblog.com](http://GoldenREblog.com)

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