

‘Golden Real Estate’ Is Now ‘Century 21 Golden Real Estate’ — What It Means to You (and Me)

Notice the logo at the bottom right corner of this ad. It’s unchanged except for the addition of the “CENTURY 21®” branding. Earlier this week I finalized an “asset purchase agreement” with the owner of several other Century 21 franchise branches in Colorado, headquartered at Century 21 Elevated Real Estate in Grand Junction.

They also purchased the Century 21 branch across the street from us in downtown Golden, and will be closing that office, inviting its agents to affiliate with our office.

This is a big change for me, of course. I started Golden Real Estate, Inc., the same month that Steve Jobs introduced the iPhone in 2007.

At the time, I had been a RE/MAX Alliance broker associate for four years. I was purchasing a building on South Golden Road (currently the Golden Outpost), and RE/MAX wouldn’t allow it to be a RE/MAX office, because there were already

three franchise offices (including my own) within a few miles. My solution was to start a new brokerage, which I was able to do, having attained licensure as an “employing broker” the year before. My vision had been to create a new RE/MAX franchise with the name “RE/MAX Sustainable Living.”

A big reason (for me) to purchase that building was its frontage on South Golden Road, where I could park the box truck which I was providing free to buyers and sellers. At the RE/MAX office, the truck was parked out of sight behind their office building. On South Golden Road it would stand as a billboard promoting me.

So, Golden Real Estate, Inc. was born, and I quickly attracted some broker associates, which made the enterprise more viable.

I followed through on my sustainability values by adding 5kW of rooftop solar

panels and, later on, another 15kW of ground-mounted solar panels to power not only the office and its heat pump HVAC system, but also my electric vehicles, those of my broker associates, and even those of the general public. It was a good life.

Toward the end of the Covid-19 pandemic, a storefront became available next to the Ace Hi Tavern, and I moved Golden Real Estate into it, renting out the building on South Golden Road, but continuing to park our box truck there. Finally, I sold the building to Joe & Stacy Fowler of the Golden Hayride, who have done an amazing job of converting it into a venue called the Golden Outpost. I’m so impressed with their improvement of the site.

So what does this change to a Century 21 branch mean to you, my readers and clients? Not much, really. All our broker associates have signed on with the new

owners, and I’m committing to staying as managing broker for another 12 months, after which I may stay or choose to retire. Since I’ll be 78 years old, probably the latter.

One difference you’ll notice is that this advertising becomes my sole expense, not the company’s. I’ll continue it as long as it brings me clients. I will continue to promote our broker associates’ listings, as you see below with Greg Kraft’s new listing in Belmar, and get a small referral fee from them when I refer a reader who contacts me about listing or buying a home. In other words, please support my continuation of this column by contacting me if you’d like to buy or list a home. If I can’t serve you myself, I’ll refer you to a broker associate who I believe can serve you just as well as I would.

Thanks for your support!

What’s In and What’s Out With Kitchen Improvements

The National Kitchen & Bath Association recently published a report on the changes in kitchen design. Fortunately, the National Association of Realtors (NAR) summarized the report, which would cost you \$2,995 to purchase. Here are some of what was written. (Find a link to the full NAR article on my blog, <http://RealEstateToday.substack.com>.)

“Kitchens in 2025 are becoming about self-expression, combined with playful sophistication. As such, the colors and materials homeowners choose are becoming important—and they’re moving beyond just white,” says the NAR article.

“Color is leading the charge. Seventy-one percent of design respondents say their clients prefer colorful kitchens that

reflect personality. Whether subtly or boldly, color is entering the kitchen, with pops of color being brought in through backsplashes, kitchen islands, wallpapers and even accent walls,” says the article.

The top trending kitchen colors? Green, blue, and brown — in that order. All-white and all-gray kitchens are giving way to earth tones.

Retro is in. “Design elements of the 1950s and 1970s are showing up in kitchens today,” the article says. That’s good news for a listing I have coming up next month in Golden’s Beverly Heights. It has a wood cooking stove that is only available for purchase outside of closing. 47% of kitchen professionals also tout minimalism in cabinetry and hardware.

Just Listed: 1-Bedroom Condo in Heart of Belmar

This penthouse condo at **7130 W. Alaska Dr. #D** offers incredible views and natural light with floor to ceiling windows on the north and south facing walls. Hardwood floors throughout except for the main bedroom and office, which are carpeted. A wall mounted 65" flat-screen TV is in the living room and there is an electric fireplace. There is a second electric fireplace in the bedroom. The kitchen is completely equipped with GE stainless steel appliances and there are granite countertops for easy cleaning. The stacked washer/dryer is located in a closet along the hallway and in an adjacent closet is the Climate Master Water Source Heat Pump which was installed in March 2020 at a cost of \$8,000. This unit provides superior and reliable heating and cooling throughout the year. There is a deeded parking space and storage area (#6) on the 2nd floor of the adjacent parking structure. A flexible non-conforming bonus room offers space for an office or other needs. Located in the heart of Belmar, shopping, restaurants and other amenities are only footsteps from the front door. Come enjoy the convenience of this great condo. See listing agent **Greg Kraft**’s narrated video tour at www.GRElistings.com, or call him at 720-353-1922 to see it.



2-BR Condo in Denver’s Morningside Complex



Rarely do you find a condo complex that is so well managed and provides so many amenities for the monthly dues. Heat and hot water are included. This unit at **3460 S. Poplar St. #307** in the Morningside complex has been nicely updated except for the kitchen, with new flooring and an enclosed balcony. The building’s laundry room serves only as backup, since you have a spacious laundry room in the unit. When visiting, there’s a keycard so you can visit the community center across the street at 7100

S Poplar. You’ll be so impressed at the condition of the indoor and outdoor swimming pools, the separate spas for men & women, each including a steam room, sauna and fitness equipment. Included is one reserved space in the secure garden-level garage. A storage locker is also included. Take my narrated video tour of both the condo and the fitness center at www.GRElistings.com, then come to my open house next Saturday, 11am to 1pm, or call me, **Jim Smith**, at **303-525-1851** to arrange a private showing.

Read Our Substack

Check Out My Two Blogs

Everything you read in this ad (and more) is posted on our **Real Estate Today** Substack blog. Scan the QR code at left to open and subscribe to it — free of course.

My other Substack is **Talking Turkey**, a left-of-center political blog. It is not in print anywhere. Click on the QR code at right if you would like to see what I have to say.

Read ‘Talking Turkey’

CENTURY 21®

GOLDEN REAL ESTATE

Hometown Service Delivered with Integrity

Jim Smith, Managing Broker

Century 21 Golden Real Estate

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The articles in this ad are posted at RealEstateToday.substack.com.

Two decades of these columns are archived at JimSmithColumns.com.

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