

Ten of the More Common Mistakes Made by Listing & Selling Agents

Whatever your profession, experience is the best teacher, and this is especially true about real estate. There are two ways in which I've learned what not to do — by doing it myself, and by observing the mistakes of colleagues. The following list is from both ways, and in no particular order.

1) **Accepting over-priced listings.** Most agents do this at some point, and it usually turns out badly. Sellers sometimes will hire the agent who suggested the highest listing price.

The agent may believe that price, or he may not, but his goal was to get the listing. He figures the price can be adjusted later. This is a bad strategy for both agent and seller.

2) **Not proofreading your listings on the MLS.** This is the hardest mistake to understand. Why wouldn't you want to make sure your listing is error-free? If you aren't a good speller, then have

someone who can spell proof it!
3) **Not entering data in all MLS fields.** This smacks of laziness, and your clients will (hopefully) notice it.

I wish more data fields were mandatory, but unfortunately the MLS lets agents skip on details. I wish more sellers would Google their own address and see how their home is being presented compared to other listings.

4) **Uploading only one (or no) photo.** I saw a listing recently that had been on the MLS for 3 years. It had no photo. I saw another (which my own client bought) where the lead photo was of the foyer instead of the outside. One agent actually told me, "on short sales, I don't bother with pictures." Did the seller know this?

5) **Not giving back.** We need to be good citizens. Join a service club, the Chamber of Commerce, or a Realtor committee. Find a non-profit like Habitat for Humanity that

you'd like to help and volunteer!
6) **Not enhancing listings on realtor.com.** Maybe 1% of listings on this all-important website are fully fleshed out. Enhancing them beyond what the MLS uploads will help your listing stand out as it should.

7) **Not putting client's interests ahead of your own.** You know when you're doing this. And your client knows too, so don't. Do the right thing, and you'll prosper.

8) **Not publicizing your cell number.** Keeping your cell number secret makes you seem cheap. You need to be reachable if you're going to serve your clients properly.

9) **Not answering your phone.** Some agents do this so they'll appear busy, but today's clients expect to reach you when they need you.

10) **Not "sharpening your saw."** This business is constantly changing. You need to keep your skills and knowledge up to date. Take lots of seminars and continuing education classes.

See previous columns at JimSmithColumns.com.

Come to Lunch, Get \$1,500 Coupon

Special Open House Saturday, June 12

You've seen this home featured here before but not at this price. It's a beautifully remodeled home at 1617 Ulysses Street, just 2 blocks from a trailhead on South Table Mountain, yet close to both downtown Golden and the National Renewable Energy Lab. The home is bigger than neighboring homes, with 4 bedrooms, 3 baths, and 2,411 sq. ft. of living space, plus an oversized 2-car garage. It has new paint, inside and out, newer appliances, and all three baths have been updated with tile floors and new fixtures. There is crown molding in all the rooms.

Unrepresented buyers who come to lunch Saturday 11:30 to 1:30 will get a coupon for \$1,500 in closing costs good on any of my listings. Agents who attend will get a coupon for a \$1,500 commission bonus.



REAL ESTATE TODAY



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