

Here Are Some (Barely Half) of the Steps I Take to Market a New Listing

One of my broker associates asked me to list all the things I do when I put a new listing on the market, so I decided to make that the topic of this week's column.

1) I consult with the seller to make sure the MLS data entry is complete and accurate. I don't leave any data fields blank.

2) I shoot the still photos myself (with a Nikon D3100), and then the video tour (with a Sony HD digital Handycam). I then create the virtual tour (a slideshow with music) from the stills, and edit the video for uploading to YouTube. I upload two versions — the unbranded one required by the MLS, and one in which I provide my contact information for other websites.

3) I purchase a web URL especially for each listing or use one I already own, and I order the decal for a sign rider with that URL on it.

4) I only enter the listing on the MLS when I have all the pictures to upload, and I write captions for all photos and put them in a logical order.

5) I enter the showing instructions on the Centralized Showing Service website.

6) From the virtual tour software I create a flyer. I print the MLS listing as side two of the flyer. I print 30 two-sided color copies for the brochure box.

7) From the same software I create an html craigslist posting. I adapt that html code into an effyer which I send to 7,000 other agents.

9) I put a lockbox on the house and a sign in the ground, using a wooden yard-arm post with a solar powered light fixture atop it.

10) I enhance the listing on realtor.com, trulia.com and zillow.com.

Due to space limitations, this list of tasks is continued on my blog, www.JimSmithBlog.com.

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

This Week's Featured Listings: 2 Golden Townhomes

2 Blocks to Clear Creek Greenbelt!

This 2-story end unit is just two blocks from the library, the farmer's market, the Golden rec center, the Clear Creek greenbelt, and the Golden History Center. Walk across a pedestrian bridge to the Colorado School of Mines and the shops and museums of downtown Golden. In short, this home is close to everything that makes Golden a great place to live! This particular townhome has 2 bedrooms upstairs, plus a finished basement which has a 3/4 bathroom, making it an easy third bedroom. With its high-efficiency furnace, it's affordable to heat, too. Radon has been mitigated. All kitchen appliances and the washer and dryer are included. I'll hold this home open on Saturday from 1 to 4 p.m. Come take a look!



1113 8th Street, Downtown Golden

Close to Apex Open Space Trailhead

This 2-story townhome is similar in many ways to the 8th Street one, except that it's not in downtown Golden. Instead, it is in that section of south Golden east of Heritage Road. It has two bedrooms upstairs, sharing a full bath, and a third bedroom and 3/4 bath in the fully finished basement. It has a fenced yard and two reserved parking spaces in front. You can take a narrated video tour of each of these listings at their shared website, www.GoldenTownhome.com. Brian Dixon, the listing agent, will hold it open Saturday, 11 a.m. to 3 p.m.



18212 W. 3rd Place, South Golden



Serving the West Metro Area

Jim Smith

Broker/Owner

Golden Real Estate, Inc.

DIRECT: 303-525-1851

EMAIL: Jim@GoldenRealEstate.com

17695 South Golden Road, Golden 80401

COMMENT AT: www.JimSmithBlog.com

Comment on this column at www.JimSmithBlog.com. Find 200 previous columns at www.JimSmithColumns.com.