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 reguired 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.

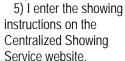
4) I only enter the listing on the MLS when I have all the pictures to upload, and I write captions for all

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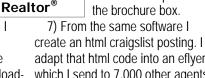
TODAY

By JIM SMITH,

a logical order.



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



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.

This Week's Featured Listings: 2 Golden Townhomes

photos and put them in 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



1113 8th Street, Downtown Golden

History Center. Walk across a pedestrian bridge to upstairs, plus a finished basement which has a 3/4 which I send to 7,000 other agents. bathroom, making it an easy third bedroom. With its high-efficiency furnace, it's affordable to heat, too. agent, will hold it open Saturday, 11 a.m. to 3 p.m.

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!



Close to Apex Open Space Trailhead

This 2-story townhome similar in many ways to the 8th Street one, except that it's not in downtown Golden. Instead, it is in



18212 W. 3rd Place, South Golden

that section of south Golden east of Heritage Road. It the Colorado School of Mines and the shops and has two bedrooms upstairs, sharing a full bath, and a museums of downtown Golden. In short, this home is third bedroom and 3/4 bath in the fully finished baseclose to everything that makes Golden a great place ment. It has a fenced yard and two reserved parking to live! This particular townhome has 2 bedrooms 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









Golden Real Estate, Inc.

DIRECT: 303-525-1851

EMAIL: Jim@GoldenRealEstate.com 17695 South Golden Road, Golden 80401 Serving the West Metro Area COMMENT AT: www.JimSmithBlog.com