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# When Does It Serve You to Dump Your Current Listing Agent for a New One?

I have been on both sides of the situation described in this headline. I have had dissatisfied sellers call me about listing their home when their current listing is about to expire. I have also had sellers tell me they "want to go in a new direction" and then listed their home with another agent.

What's sad about this dynamic is that it usually does not serve the seller to make the switch and is often

based on a faulty understanding of why the home didn't sell.

The number one reason homes don't sell is that they are over-priced for the market. The number two reason is that they are not marketed well.

It seems particularly unfair to the original listing agent when a seller has refused to lower the price, but promptly lists the house with a new

agent at a lower price. Will the new agent do a better job? The seller may congratulate himself when the new agent proceeds to sell the house, but it was probably because of the lower price, not better marketing.

Because of today's difficult market, I will often suggest investing in a full-blown appraisal prior to listing — and if necessary will offer to reimburse the seller out of my commission at closing.

I explain that today's appraisers tend to arrive at roughly the same price for any given home, so why list your home for a price that won't appraise, resulting in a fallen contract? Also, if you list your home at or below the appraisal, you can use that appraisal as a marketing and negotiating tool.

If your listing is about to expire, I urge you to be more practical and

analytical. Don't dump your agent just because his time is up. Rather, figure out by visiting [realtor.com](http://realtor.com) and other home buying websites whether he/she is doing a better or worse job than your next agent will do. And don't take the word of that new agent that he'll do a better job. It's insanely easy to *know* how good a job he or she will do — just look online for his current listings. How he promotes his current listings online is an absolute predictor of how he'll promote your listing.

I remember losing one listing because the seller explained that the new agent was with a big national firm. I don't think the seller realized that my listings are on that company's website, too. He gained nothing, and his home is still unsold three months later.

There is no substitute for good communication. Discuss your dissatisfaction directly with your agent.

## REAL ESTATE TODAY



By JIM SMITH, Realtor®

## This Week's Featured Listing:

### Price Reduced on Robinson Hill Home

Do you like the idea of living in the foothills, yet close to town? This house can bring that idea to reality for you. Located just 9 miles west of Golden off Golden Gate Canyon Road, this well-built home sits on 2 acres of open land, just one mile from Jefferson County's newest and biggest open space park — Centennial Cone. It is also just 5.4 miles from Highway 119, near Black Hawk. To say that it is quiet and peaceful up here is an understatement! And the views from its covered front porch and its 16'x22' rear deck are simply breathtaking. Surrounded by horse properties, this home is zoned but not equipped for horses, and is totally unfenced. Its features include a high-definition home theater with stadium seating for nine. Just reduced by \$30,000. Call for a showing.



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