

## All Sellers Want to Get Accurate and Useful Feedback on Their Showings

Getting feedback on showings and conveying it to the seller is an important part of any listing agent's job. And showing agents usually respond to feedback requests as a matter of professional courtesy.

As you might expect, I have my own opinions about this topic, as I do most real estate topics.

For example, I think it's crazy to ask showing agents to give you feedback on the *price* of your listing. Nothing could be more useless and potentially misleading. For example, if my client is contemplating an offer on your listing, how can you expect me to give you honest feedback on whether it is priced high, low or just right? Since my job as buyer's agent is to get the lowest price I can for your listing, I'd be wise to say it was overpriced even if I thought it was not. And if I have a competitive listing nearby, I'd

probably tell you it was priced low even if it is not, because I want my client's home to sell before yours.

Even without those considerations, I shouldn't be expected to formulate an opinion about price unless my client is contemplating an offer and needs my opinion of the listing price. Only then will I look at the comps in the neighborhood and come to an opinion about whether that listing is overpriced or priced about right.

Too often I get emailed feedback requests with multiple-choice questions. I much prefer getting the following open-ended question: *"What did your client like or dislike about this listing?"* Then I can actually say something useful!

Like many brokerages, Golden Real Estate uses a showing service to set showings for our listings, and our showing service of-

fers, at no additional cost, to request feedback from the showing agent on each showing. We at Golden Real Estate choose not to use that free service. We find it more effective to send our own emails (asking that single open-ended question), and we get a high response rate from doing so. When the replies come in, we forward them to our sellers. If there is no response, my assistant sends a second request, and only if there is still no response do I place a call.

Some agents (or their assistants) make phone calls instead of sending emails, but this can be annoying, because the phone may ring at a moment when I am ill prepared to provide useful feedback, such as showing homes. Just this week, I asked such an assistant to please send me emails instead of calling me, and she probably thought I was rude or putting her off. But the fact is, she'll get better feedback that way.

### REAL ESTATE TODAY



By JIM SMITH, Realtor®

### This Week's Featured New Listing:

#### Updated Ranch in a Quiet Neighborhood

This is one of my favorite listings ever! It is **9 Morningside Drive** in Paramount Heights, that quiet neighborhood of winding streets located a few blocks west of Kipling Street between 26th and 32nd Avenues in Wheat Ridge. Typical of the homes here, this home is on a 1/3-acre lot, and no fences separate most of the neighboring homes, which creates a spacious, park-like feeling. This home underwent over \$100,000 in updating thanks to last summer's hail storm, and now boasts a 50-year roof, new Pella windows and doors, a new cedar deck, and lots of inside improvements too. You'll especially like the 2-story atrium and great room. Details: 5 bedrooms, 4 baths, 4,149 finished square feet. *Take a video tour on the website above.*



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