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What Does "Full Service Realtor" Mean to You? Here's My Definition

There's a distinction made in real estate between "limited service" and "full service" representation of sellers. Limited service is just above an even lower level of service called "entry only."

An "entry only" agent does no more than enter your home on the MLS, where the listing will typically direct buyers and their agents to call the seller for showings or to present offers. The agent does not assist with negotiating offers or anything else.

The "limited service" agent will do more, but it can vary from agent to agent based on the contract he or she negotiates with the seller. I'm a "full service" agent, as are most Realtors. (Remember, a "Realtor" is an agent who pays up to \$400 in annual dues to be a member of a local Realtor associa-

tion, which in turn makes that agent a member of the state and national Realtor associations. I'm a member — and director — of JCAR, the Jefferson County Association of Realtors.)

As a full-service agent, I counsel sellers on pricing their home and on repairs and staging to help it sell faster and for the highest price. In connection with that, I recommend vendors and provide my own handyman and moving truck to assist with repairs and decluttering and moving "stuff" to storage.

When the house is ready to put on the MLS, I take interior and exterior photos, using software to create panoramic photos where appropriate. I also shoot and edit video tours using my own equipment and editing software. I upload the maximum 10 pic-

tures to the MLS and 25 pictures to realtor.com, and I link both a slideshow ("virtual tour") and my video tour to the MLS and realtor.com. I create and print color flyers for each listing, and I upload each listing to craigslist and, through a service, to 15 other websites.

I install my own wooden "yard arm" signs with solar-powered lights which make the signs stand out after dark. I order web addresses (URLs) for each listing and use them in all my marketing. I negotiate offers and, when under contract, assist with negotiating inspection, appraisal and other issues. It's a long list.

I love going the extra mile for my clients, too. For example, twice recently I helped sellers dispose of unwanted furniture and other items by putting slideshows of their items on a website and individual items (like a 400-lb Moster safe!) on craigslist. I am constantly seeking ways to expand my personal definition of the "full service agent."

This Week's Featured Listings:

Prices Reduced on 2 North Golden Listings

This 3.1-acre development site on North Ford Street in Golden is tailor-made for up to eight single family homes or even more townhomes, if approved by City Council. It was just reduced by over \$300,000. Time to make an offer!



\$1,650,000

825-827 N. Ford Street



\$275,000

512 Jackson Street



This townhouse in North Golden is super clean and super quiet, given its location within walking distance of downtown Golden. Its price was just reduced by \$15,000. Tour both online at GoldenRealEstate.com.

GOLDEN REAL ESTATE

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