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# Public Undervalues Real Estate Agents Because It Doesn't Know Our Full Job

It's easy for a seller to think that our job is basically to put his home on the MLS and attract a buyer — or at least another agent with a buyer. Meanwhile, a buyer, if he found his own listings on the Internet, may think the only job of his agent is to get him inside those listings and write up an offer. However, both job descriptions leave out a wide array of other tasks which any good agent performs.

## REAL ESTATE TODAY



By JIM SMITH, Realtor®

Sellers also rightly expect the agent to provide advice (and vendor contacts) on what should and should not be fixed or changed to help the house show better.

Once the home is on the market, it must be marketed effectively, especially on the Internet. Computer and web literacy and the ability to create effective slideshows and video tours becomes extremely important, as do language skills

For the seller's agent, several tasks precede — and follow — uploading a listing to the MLS.

It all starts with pricing, which is both an art and a science, balancing what the home is likely to *appraise for* (that's the science part) with positioning the house against *competitive listings* (the art part). A final consideration is the seller's need to sell quickly — or not.

to write effective sales pitches for brochures, ads and websites.

Negotiating skills become critical not only when an offer comes in, but when inspection and other issues arise. The agent needs to advise the seller about contractual deadlines, terms and conditions that may not be obvious to the seller but which could seriously alter the attractiveness of an offer.

For the buyer's agent, other tasks and skill sets come into play, especially now that short sales and foreclosures are in the listings mix. If there are competing buyers (as there will be on foreclosed properties), the agent needs to know how to construct a winning offer. Now, more than ever, experience is the best teacher, and you definitely should choose your agent based on experience, not just personality.

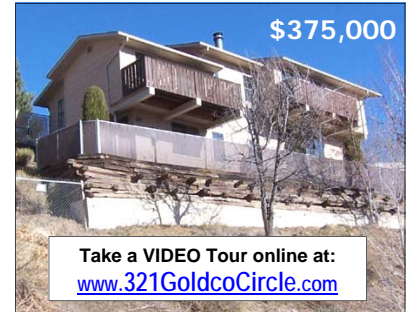
If the agent representing the other party has superior skills — which are directly related to the number of transactions the agent has handled, not just years in the business — you'll be at a disadvantage on both the initial contract and when other issues arise.

When I was a new agent, I was convinced that I could represent a seller or buyer just as well as the "seasoned" agent. But time has proven that this is a business in which one's level of experience really does matter. I had no idea how complex real estate could be.

## This Week's Featured Listing:

### Price Reduced on Golden Home With View

This all-electric home has an average electric bill of \$120 per month year-round. And here's the best part about it — this home has a southeast facing roof which is ideal for solar panels, so it would be quite easy to make this all-electric home a net zero-energy home with a small investment! (And Golden just eliminated the permit fees for photovoltaic installations.) Moreover, I can show you how to get a mortgage which includes the cost of the solar power installation — call me for details! Here are the other details: 3 bedrooms, 2 baths, 2,077 finished sq. feet, oversized 2-car garage (side-loading), and two decks with awesome views! Call for a showing.



Take a VIDEO Tour online at: [www.321GoldcoCircle.com](http://www.321GoldcoCircle.com)

# GOLDEN REAL ESTATE

**Jim Smith**  
Broker/Owner



**Golden Real Estate, Inc.**

DIRECT: 303-525-1851

EMAIL: [Jim@GoldenRealEstate.com](mailto:Jim@GoldenRealEstate.com)

OFFICE: 303-302-3636

17695 South Golden Road, Golden 80401

WEBSITE: [www.GoldenRealEstate.com](http://www.GoldenRealEstate.com)

Visit [www.GreatGoldenHomes.com](http://www.GreatGoldenHomes.com) to browse all Golden Real Estate listings.