

Here's What Being a 'Full-Service' Real Estate Agent Means to Us

To me and to my broker associates at Golden Real Estate, being a "full-service" real estate agent means providing more than the minimum "uniform duties" set forth by the Colorado Real Estate Commission below (with my minor edits in brackets):

"Broker shall exercise reasonable skill and care for seller, including, but not limited to the following:

- ◆ Performing the terms of any written or oral agreement with seller;
- ◆ Presenting all offers to and from seller in a timely manner, regardless of whether the property is subject to a contract for sale;
- ◆ Disclosing to seller adverse material facts [about the buyer] actually known by broker;
- ◆ Advising seller to obtain expert advice as to material matters about which broker knows but the specifics of which are beyond the expertise of broker;
- ◆ Accounting in a timely manner for all money and property received; and
- ◆ Keeping seller fully informed [throughout] the transaction.

Those are the minimum duties, whether the agent is functioning as a **transaction broker** or an **agent**. A transaction broker, which we don't recommend, is a broker who owes

no fidelity to either party, but merely facilitates the transaction. If the broker is an **agent**, broker has the following **additional** duties:

- ◆ "Promoting the interests of seller with the utmost good faith, loyalty and fidelity [above those of the buyer or him/herself]."
- ◆ Seeking a price and terms that are acceptable to seller [or better]."
- ◆ Counseling seller as to any material benefits or risks of a

transaction that are actually known by broker."

Those are the **minimum** duties spelled out by the Real Estate Commission for an agent representing a seller. **The Commission spells out similar duties for a broker representing a buyer, tenant or landlord.**

At Golden Real Estate, my broker associates and I are always seeking to "go the extra mile" when serving our clients. For sellers, that could include such things as providing a free professional staging consultation before the home goes on the market, so that it shows its best.

Sometimes the staging consultant recommends moving furniture, and, of course, we help there. And sometimes repairs are required, for which we provide our in-house handyman at the client-only rate of \$30 per hour. He can handle light plumbing and light electrical matters such as

replacing a vanity, toilet or chandelier, and he's also good at doing drywall repair, including texturing.

A seller who is downsizing may need to sell or give away unwanted furniture. In many instances, we've been able to get the winning buyer in a bidding war to agree to purchase all the unwanted furniture — even if they didn't want it. If there's enough good quality furniture, we have an estate sales vendor who will run a sale and then donate the unsold furniture (using his own truck) to the International Rescue Committee, which donates that furniture to refugees from other countries for whom the IRC has found housing.

When Rita and I sold our Golden home in 2022, we had a bidding war, and the buyer paid us \$10,000 for any furniture we didn't want in our 55+ apartment, and, best of all, I wrote into the contract that we could leave anything else that we didn't want. That included our garage and basement full of tools and "stuff"!

Before our box truck died, we provided it for only the cost of gas used by buyers and sellers, and we still maintain a storage shed full of previously used moving boxes of all sizes, packing paper and bubble wrap, which we provide free to clients. Many times I have delivered those boxes and packing materials to a client so they don't have to pick them up. (We're running low on **small** moving boxes, if you have some you'd like to give us.)

Sometimes a seller will need to move furniture or other belongings into a storage unit so their home shows better, and we have been able a couple times to procure a free first month's rent, with no contract beyond that.

Our personal "cleaning lady" isn't taking on new accounts but is available for one-time pre-listing and move-out cleanings of our listings. I just learned that she pulls out the range and refrigerator and cleans behind them, which I wouldn't have expected, but which makes sense,

because the buyer is likely to replace one of those appliances and would be disgusted at how dirty it was there! Thanks, Cybil!

Golden Real Estate is still one of the only brokerages which shoots a narrated video tour for every listing and posts it on YouTube, with links to the MLS, which in turns gets it onto the public and broker websites which get their listings from the MLS. We've been doing that for two decades, yet other brokers have been slow to realize its value. It has resulted in some out-of-state buyers (including one last fall) going under contract without seeing the listing in person until they fly in for the home inspection.

We also have switched to a photographic vendor owned by Zillow for shooting the magazine-quality still photos and Matterport interactive photos for our listings. They also create accurate floor plans of every listing and shoot a drone video and aerial photos. Because the vendor is owned by Zillow, our listings garner priority display on that important website.

I'm also a member agent on Homes.com, the nation's number one listing website, which garners each of our listings many times more views than otherwise. Here's a recent statistical report sent to one of my sellers:

362,191	800	12
TOTAL VIEWS	DETAIL PAGE VIEWS	FAVORITES

I love rolling up my own sleeves and getting dirty for my clients. Once I used a logging chain and my truck to pull juniper bushes out of the front yard of a listing to improve its curb appeal. I look forward to the opportunity to surprise and delight **you** with what we consider being a "full service" Realtor!

Remember: If you no longer receive any of the 26 newspapers in which this column appears, get it free at: <http://RealEstateToday.substack.com>.

Just Listed: East Denver Ranch on 6th Ave. Pkwy

Denver has only a few iconic "parkways" — divided streets with wide, tree-lined medians used by joggers and dog walkers. The homes along these parkways, including this one at **6235 E. 6th Avenue Parkway**, enjoy large, grassy lots and unique architecture of high quality. You'll like this home as is — and also as it could be with some updating and landscaping. It has beautifully maintained hardwood floors and an updated kitchen. The driveway is on Leyden Street, away from the traffic of 6th Avenue Parkway. Watch the narrated video tour at www.GRElistings.com, then come to Saturday's open house, or call **Chuck Brown** at **303-885-7855** to request a showing.



Just Listed: 2-Bedroom Bungalow in 'The Glens'

This well-maintained bungalow at **1950 Glen Shiel Drive**, is in one of my favorite neighborhoods, The Glens, south of 20th Avenue between Garland and Dudley Streets in Lakewood. All of the streets in this rural-feeling subdivision have "Glen" in their name. There are no sidewalks and no through traffic. If you haven't seen The Glens yet, you'll love it! This 1948 home, set back behind large shrubs and graced with mature trees, further enhances the quiet and privacy of the neighborhood. Watch the narrated video walk-through at www.GRElistings.com, then come to Saturday's open house, or call **Kathy** at **303-990-7428** to request a showing.

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Hometown Service Delivered with Integrity
Promoting and Modeling Environmental Responsibility

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