

Previous columns (and emailed comments from readers) are archived at www.JimSmithColumns.com

Listing Agents Who Only Put Homes on the MLS Hurt Other Agents' Reputation

Recently I was reading public comments at one of those consumer real estate websites, and I was shocked at the hostility expressed toward listing agents. More than a couple consumers urged sellers not to waste money on a listing agent — but did urge them to offer a commission to buyers' agents, since they're the ones who bring the buyers.

Here in the Denver metro area, the typical commission offered to buyer's agents is 2.8%, whether by listing agents via the MLS or by homeowners selling their home without an agent.

The argument is, basically, that all the listing agent does is put the house on the MLS and wait for some buyer's agent to bring the buyer, so why should you pay another 2 or 3% to a listing agent?

Yes, there are agents and real estate companies offering "entry only" service, which means they will do nothing more than enter your home on the MLS, usually for **upfront fee** of, say, \$500. They are doing nothing more than selling their access to the MLS, which in turn gets you onto realtor.com and the consumer websites which get their feed from the MLS.

True, "entry only" service can be a better deal than giving up a percentage of your selling price, but **only if your house sells** — which statistics tell us may not happen — and only if the listing agent you would otherwise hire **does little else** to earn his or her commission.

A good listing agent, however, can do so much more than "just put it on the MLS." What follows is a partial list of the services which

we at Golden Real Estate provide as listing agents. I think you'll agree that they justify that extra commission for the listing agent:

We create a **video tour**, which appears not only as a link on realtor.com, but also on the **website which we create** for your house.

We further **enhance** your listing on realtor.com with up to 25 still photos, a lengthy sales pitch, open house details, and more.

Your home is advertised as a **"Featured Home"** on realtor.com.

Your home appears on 15 non-MLS websites, including **Trulia, Zillow, craigslist, and Yahoo.**

We hold as many **Saturday open houses** as you'll allow.

We purchase a **custom URL** for your home's own web site.

We provide a **staging consultation** prior to listing, so that your home shows its best.

We offer our **free moving truck** not only to you, but to the buyer, even if he has an agent. And...

We **advertise** your home here!

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

This Week's Featured New Listing:

Close to CSM Campus, Downtown & Trails

This is our own home for the past three years, and we'll be sorry to leave it, but, like many Baby Boomers, Rita and I need to gravitate (literally) to one-story living. This was the model home in the "Lookout Pointe" subdivision built in the late 1990's at the foot of Beverly Heights, under Golden's famous "M". We love the quiet backyard on our 1/4-acre lot, and we love the indoor Endless Pool so much that we'll take it with us (and restore the 3rd garage space) if you don't want it! If you work or study at the Colorado School of Mines, you'll like the short walk to the campus. If you're into mountain biking or trail running, the Chimney Gulch trail is close. Take the video tour on the website. **Open Sat. 1-4.**



GOLDEN REAL ESTATE

Jim Smith
Broker/Owner

Golden Real Estate, Inc.

DIRECT: **303-525-1851**
OFFICE: **303-302-3636**
17695 South Golden Road, Golden 80401
EMAIL: Jim@GoldenRealEstate.com
Search MLS at www.GoldenRealEstate.com

[Click here](#) for a flyer displaying nine other Golden Real Estate listings.