

Published November 17, 2011, in The Denver Post.
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Here's Some of What I Learned at Last Weekend's Realtor Convention in LA

Every few years I make the effort (and expenditure) to attend the annual convention of the National Association of Realtors, and I'm always glad I did. This year, armed with my iPad — great for taking notes — and my iPhone — great for capturing PowerPoint slides — I really made the most of my investment.

I surprised myself by attending no less than ten 60- to 90-minute sessions on topics ranging from "greening" the MLS to marketing listings using Madison Avenue concepts. The description of the new listing at right is the direct result of what I learned in the latter session. Can you see what's different about it?

I could write an entire column just on what I learned about marketing (and appraising) homes with "green" or sustainable features. It will serve me well when I attend a

meeting on "greening the MLS" at the Governor's Energy Office this week. Previously, I have written about the Catch-22 associated with appraising homes like mine with solar panels which reduce the monthly electrical usage to near zero. I can see now that a solution is in sight, and I couldn't be happier since soon I'll be selling my own net zero home!

More than one presenter spoke about the pent-up demand from homebuyers who have been sitting on the sidelines. Margaret Kelly, CEO of RE/MAX International, said that household formation has declined in recent years from 1.2 million per year to only 350,000. But divorced couples and adult children of would-be empty nesters can only last for so long without having homes of their own. The result: an explosion of buyer activity, which I'm already

seeing in our own market.

Another interesting point made by Kelly was that without immigrants, our population would have declined. "One thing that every immigrant wants is their own home," she told us. Expelling immigrants or preventing them from buying homes, she implied, could devastate the housing market and in turn our economy.

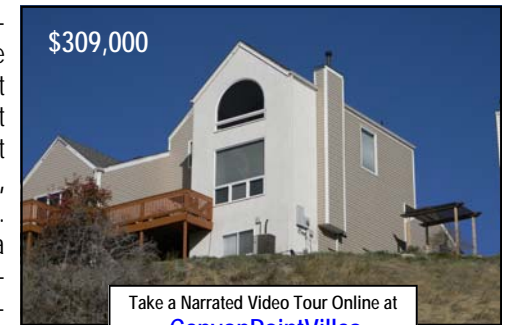
T.J. Agresti of [EquityLock Solutions](#) said, "We're in an epic battle against FUD — Fear, Uncertainty and Doubt." His company offers an interesting product for that battle, namely price protection on home purchases. If buyers could be guaranteed that they won't lose money on their purchase, they would start buying, wouldn't they? He sells such a policy to buyers, sellers and agents to help sell homes.

I'll post all my notes from attending the NAR convention on my blog, www.JimSmithBlog.com.

This Week's Featured New Listing

Canyon Point Townhome With the "Best" Views!

Are you willing to accept some traffic noise in return for the best views in Golden? That is what this home at 549 Canyon View Dr, offers the right buyer. Located at the end of a quiet cul-de-sac, this 2-story half-duplex overlooks the entrance to Clear Creek Canyon, where US 6 meets Highway 58 and Highway 93. You'll only notice the traffic noise when you're on your spacious wood deck taking in the views of Golden, South Table Mountain, Lookout Mountain, Mt. Zion, and Galbraith Open Space Park. (See all these views at the website shown above.) Open this Saturday, 1-4 p.m.



Take a Narrated Video Tour Online at www.CanyonPointVillas.com

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