

Here's a Free & Innovative Real Estate App That You'll Love Using

The real estate business has had some pretty wonderful technology advancements in recent years, but this one is rather amazing, and once you start using it, you'll want to make it your go-to real estate app!

REAL ESTATE TODAY



By JIM SMITH, Realtor®

Imagine seeing a "For Sale" sign in front of a house that interests you. You pull out your smartphone, point your camera at the house, click, and up pops all the MLS information including all the interior pictures. Using GPS technology, this app knows which house you are pointing at, including which side of the street you're facing. I've tried it myself, and it's amazing!

If the house is *not* on the MLS, the app pulls up all the public information about the house — square feet, beds, baths, property taxes, lot lines, the year it was built, rental analysis, and the last time it sold and for how much, plus a current valuation. It also pulls up at least one picture of the house, plus school information. If the property had *sold* within the last few years, it will show you all those MLS pictures and data.

The app is great for house hunting too, allowing you to enter all sort of criteria — price, bedrooms, bathrooms, location, elementary or other school,

etc. Best of all, this app is directly connected to the MLS and downloads the information *in real time*. The information is literally up to the minute. The app will only show a home as active on the app if it is — at that very minute — active on the MLS.

Coincidentally, as I was writing this article, I got a text message from a client asking to set a showing for a home she saw on Zillow. That home went under contract several days earlier. If you've used Zillow, you've experienced the same problem. With this app you won't experience it again.

Because I'm an MLS member, the app gives me additional information not available to you as a consumer. I can see who the listing agent is and, if it was sold, who the buyer's agent was. I can see who to call to set a showing and just touch an icon to set the showing online. For my own safety, I can set a timer, and if I don't leave that property within a set period of time, the app will notify my office (or whoever I specify), which can then take appropriate action for my safety. It also has a panic button.

I have only scratched the surface of this app's many features. For example, it has automated marketing features which will, for a fee, advertise Golden Real Estate's new listings on Facebook and Instagram within minutes of each listing becoming active on the MLS.

Some of my agents and I spent a couple hours last week being trained on this app, and we have created a web

This is a screen shot of www.HomesnapAgents.com

Golden Real Estate's Agents Are on Homesnap!



This innovative smartphone app allows you to get information on any home, listed or not, just by snapping a picture of it using the Homesnap app! Try it, you'll like it!

Click on any Golden Real Estate agent below to see their Homesnap web page, where you can click on App Store or Google Play to download their personalized version of the app:

	Jim Smith		David Dlugasch
	Jim Swanson		Kristi Brunel
	Carrie Lovingier		Chuck Brown
	Leo Swoyer		Kim Taylor

page where you can download this app free — www.HomesnapAgents.com (see screen shot above) — linked to the agent of your choice. The agent you select is then notified when you are interested in a house and can give you additional information or set a private showing.

I'm impressed at the thinking which went into creating this app, and I'm impressed at the ongoing refinement of the app's functionality. Try it, and I think you'll find it both informative and fun. Call me or any of the broker associates above if you have any questions about it. Reach them all at 303-302-3636

At Thanksgiving, I Find Much to Be Thankful For. Here's a Short List....

For starters, I'm grateful to be an American. I've had the opportunity to travel to many countries, and I'm always happy to return home. I've traveled to every state except Alaska and lived in eight states plus D.C., and I'm certainly thankful to call Colorado home!

Having traveled to the Soviet Union, then Russia, and also to communist China, my appreciation for our free enterprise system is deeply ingrained in me. Without the freedom to choose one's profession and to choose self-employment, you really don't have any freedom at all. We should never take that for granted.

It's that free enterprise system which is the source of something else I'm so grateful for, and that is the constant innovation and inventiveness that character-

izes America. Elon Musk, born in Africa, chose our country to invent Paypal, Solar City, SpaceX, and Tesla Motors. The smartphone app described above is yet another example of American inventiveness and entrepreneurship. For an "early adopter" like myself, these are exciting times to be alive!

Closer to home, I am grateful to be surrounded by a fabulous group of agents who you see pictured

above. This has been a year of great growth for them and for Golden Real Estate, and we all are thankful for our many friends, colleagues and clients.

I'm ever grateful to be married to Rita, and she and I are both eternally thankful to **Body in Balance Wellness Center**, whose "8 Weeks to Wellness" program changed our lives for the better. Call them at 303-215-0390 to change your life, too!



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Where to Find This Column: Over 150,000 people find this column in the Denver Post and in four weekly newspapers, but it's also emailed to about 800 subscribers. I can email it to you, too! Just ask!

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