

Interviewing a Listing Agent? Ask Him or Her to Bring Their MLS Production Print-out

The MLS printout for Golden Real Estate at right shows the information that can be gleaned about individual agents and their brokerages. I'm showing our company report, but I could have shown my personal report. This print-out shows our production since Jan. 1st of this year.

The Production Section at top summarizes the report, showing that we had 46 listings since Jan. 1st, three of which we sold ourselves. We had 21 buyer-side closings. The right-hand column shows the average of closed price (CP) to listing price (LP) — **102.47%** for all MLS sold listings but much better for Golden Real Estate's sold listings — **104.73%**.

In the Production Detail section, the right-hand column shows how

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

many days each sold listing was on the MLS before going under contract. Notice there are no zero days in MLS ("DIM") because every listing was exposed to the full market so it would attract the most buyers, and yet there are few listings that took over a week to sell.

The "City" column lets you know where the agent (or company) does most of its business. The "List Price" and "Close Price" columns are also instructive. I've circled the two most recent sales as examples of how much above the listing price we sold those listings, thanks to our "auction style" of handling multiple offers, as opposed to the "highest and best" approach of most listing agents. It takes more work, but yields better results (a

I'm Reconsidering the Advice I've Given About What to Fix or Improve Before Listing Your Home

Recent experience with my listings has caused me to rethink recommendations I've made in the past about fixing up a home before putting it on the market.

Despite a moderating seller's market, two recent listings went under contract for way above their listing prices, and I think it was because of the effort and money that was expended on dressing them up for sale.

In previous columns I have said you don't need to do much to sell a home. Only fix "eyesores," I wrote. If the carpet is old but not damaged or rippled, just have it professionally cleaned, don't replace it.

My most recent seller, however, spent significant time and money dressing up their home before putting it on the market, and I think it paid off. The home was listed at what the comparable sales suggested it should sell for, but it attracted 12 offers and ended up going under contract in five days for 20 percent over the listing price.

The new carpeting was well chosen and beautifully installed. The seller followed our stager's

advice to the letter. The deck was re-stained. The concrete flatwork which had settled was mud-jacked. Windows were washed and screens labeled and put away. I asked the seller to describe all they had done over several months, and it's super-instructive, so I posted a link for what they wrote at GoldenREblog.com.

Another effort — by me — really paid off, too. The narrated video tour with drone video which we put on YouTube and linked to the MLS and our website was so effective in showing off the home that a buyer from the East Coast submitted the winning offer without seeing it in person. That's because our videos simulate an actual showing, starting out front (just like a real showing) and going through the home and into the backyard, narrating all the time.

As I wrote in a previous column, we are amazed that more agents don't shoot live action narrated videos. They're easy to do once you get the knack of it, and they cost nothing to create and edit if the listing agent does it himself. And who better than the listing agent to "show" a listing?

Golden Real Estate, Inc. (ID: GOLDN)									
Production Section		# of Listings	List \$ Volume	Closed \$ Volume	Avg List Price	Avg Close Price	Avg CP % LP		
Total Closed / Entire MLS		59,358	\$35,495,412,871	\$36,373,887,899	\$598,009	\$612,809	102.47		
Listed Closed		43	\$2,204,000	\$2,300,000	\$734,667	\$766,667	104.25		
Listed Coop Closed		21	\$25,763,900	\$26,998,625	\$596,160	\$627,875	104.73		
Coop Listed Closed			\$14,088,300	\$14,542,000	\$670,871	\$692,476	103.22		
Our Buyer-Side Closings		Total	67	\$42,056,200	\$43,840,625	\$627,704	\$654,338	104.21	
Production Detail									
Our Double-Ended Listings									
Listed Closed	Street Address	City	List Price	Close Price	List Date	Close Date	DIM		
0680710	640 11th #205	Golden	\$850,000	\$825,000	09/15/2021	10/26/2021	5		
0073375	10685 36th	Wheat Ridge	\$779,000	\$800,000	08/18/2021	07/12/2021	1		
3277532	1275 Washington #R408	Golden	\$575,000	\$565,000	02/25/2021	04/29/2021	49		
Our Listings Sold by Others									
Listed Coop Closed	Street Address	City	List Price	Close Price	List Date	Close Date	DIM		
5221066	1014 12th	Golden	\$1,300,000	\$1,435,000	10/08/2021	11/08/2021	5		
6396077	342 Washington	Golden	\$925,000	\$1,131,000	09/17/2021	11/01/2021	4		
5341405	711 Iowa	Golden	\$825,000	\$855,000	09/22/2021	11/01/2021	4		
5225096	6679 Quay	Arvada	\$525,000	\$600,000	08/18/2021	10/25/2021	5		
5654293	1723 Robb #9	Lakewood	\$187,000	\$187,000	09/22/2021	10/22/2021	3		
2690642	705 Dudley	Lakewood	\$714,000	\$726,500	08/25/2021	10/12/2021	6		
0714158	840 11th #205	Golden	\$475,000	\$475,000	08/18/2021	10/07/2021	6		
3133081	847 Newton	Denver	\$340,000	\$340,000	07/08/2021	09/24/2021	35		
2698724	5710 3rd	Lakewood	\$499,000	\$635,000	08/18/2021	09/22/2021	6		
1559052	13400 10th	Golden	\$650,000	\$671,000	08/14/2021	09/10/2021	5		
4830002	15820 3rd	Golden	\$498,000	\$522,500	08/05/2021	08/30/2021	3		
7813627	1930 Tabor	Lakewood	\$995,000	\$1,100,000	07/14/2021	08/26/2021	5		
6478298	9568 Kentucky	Lakewood	\$590,000	\$590,000	08/23/2021	08/20/2021	13		
7064756	19056 59th	Golden	\$505,000	\$475,000	07/15/2021	08/17/2021	8		
7017432	4730 37th #10	Denver	\$500,000	\$500,000	06/30/2021	08/11/2021	11		
6871722	740 Meade	Denver	\$300,000	\$290,500	07/22/2021	08/04/2021	4		
3989944	2575 Syracuse #A207	Denver	\$190,000	\$214,000	06/22/2021	07/28/2021	6		
3468703	6778 Wood Rock	Golden	\$795,000	\$815,000	08/02/2021	07/19/2021	6		
8017636	640 11th #106	Golden	\$725,000	\$700,000	08/30/2021	07/19/2021	6		
8817807	17830 94th	Arvada	\$675,000	\$675,000	05/26/2021	07/15/2021	22		
2436688	109 4th	Denver	\$524,900	\$547,125	06/28/2021	07/14/2021	2		
4505049	344 Poppy	Golden	\$575,000	\$575,000	08/02/2021	07/13/2021	10		
2262516	16896 85th	Arvada	\$749,000	\$775,000	08/14/2021	07/12/2021	3		
8339634	5359 Hoover	Littleton	\$875,000	\$860,000	06/09/2021	07/02/2021	6		
9207150	7575 Loveland	Golden			09/20/2021	07/01/2021	2		
3795353	511 Circle	Golden			25/2021	08/25/2021	0		
4349663	612 2nd	Denver			03/08/2021	08/14/2021	2		
Not shown: Listings Back to Jan. 1 and Buyer-Side Sales									

higher price) for our sellers.

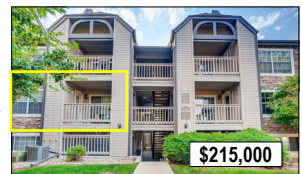
This is not to suggest that an agent's production is the sole criterion you should consider in choosing your listing agent. However, we learn from experience, which comes from actual transactions, not from years in the business. An agent with only five years' of licensure but who does a dozen-plus transactions a year can be more

"experienced" than an agent who has done a couple transactions a year over a 20-year career.

And let's not forget about testimonials. Ask for them, and look for online reviews, too. We like www.RatedAgent.com, because it only displays reviews solicited from actual clients following a closing, so the reviews can't be phoned up or altered in any way.

Affordable 1-BR Condo Near DTC & Light Rail

This extra-clean 1-bedroom condo is just 4 blocks from the Arapahoe Center/Fiddlers Green light rail station. Although convenient to I-25, you won't hear it from this unit which faces east. Many units are rented, but others are owner occupied. If you work in the Denver Tech Center, you'll love being within walking or at most biking distance of your office. The low HOA dues includes water, trash removal, swimming pool, fitness center, clubhouse, snow removal, and all exterior maintenance. The 88-sq.-ft. private balcony, visible in the above picture, is in addition to the 658 square feet of indoor space. We won't be holding it open, so be sure to view the video walk-through online at www.DTCcondo.info, then call your agent or Jim Smith at 303-525-1851 to arrange a private showing.



\$215,000

GOLDEN REAL ESTATE

Every element of this ad is also posted at GoldenREblog.com

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