

# Happy Thanksgiving! Here Are Some Things That We're Grateful for This Year

2021 has been a difficult year for everyone, but it has also been a year of growth for Golden Real Estate and for me personally. Fortunately, Rita and I have escaped infection by Covid-19. We are all fully vaccinated, and Rita and I plus a couple broker associates have received our booster shots.

We'll be closing out 2021 with over \$50 million in closed sales volume, compared to less than \$32 million in 2020.

So we have a lot to be thankful for at Golden Real Estate, most especially the **patronage of buyers and sellers who chose us to serve their real estate needs.** I know for a fact that many of this year's clients chose us not only because of the real estate reputation we have built through this weekly column but also because of the political stands I have taken regarding our former president and his followers. We gained far more clients than we lost because of my political writing.

## REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

And we are not alone politically. While fellow agents and brokerages have not spoken out as we have for fear of losing clients, the **National Association of Realtors (NAR)** has taken some courageous stands demonstrating alignment with our own values. For example, last fall the incoming president of NAR apologized for the past policies of the association which reinforced systemic racism, such as redlining and steering buyers to minority areas instead of

showing them all listings they were financially qualified to buy. I'm grateful for the attention paid by NAR to social justice issues, but also for its effort, albeit unsuccessful so far, to eliminate the practice of off-MLS ("pocket") listings.

I'm also grateful for the progress being made by **REcolorado**, Denver's MLS. I have seen this progress from the inside as a member of the Rules & Regulations Committee as well as from being a user of REcolorado's services. I appreciate

## Don't Wait Until Spring to Sell Your Home; There Are Many Advantages to Putting It on the MLS in Winter

Each year at this time, I like to remind readers that the real estate business is not as seasonal as it once was. It used to be that spring and summer were considered the time to put a home on the market, based primarily on the school calendar. But that is old-school thinking.

Nowadays, with buyers and their agents setting up automated MLS searches based on the buyers' needs and wants, homes are selling year round. What makes winter a particularly good time to list a home is that most sellers continue to think the old way and keep their homes off the market until spring.

As a result, those sellers who *do* put their home on the market enjoy two advantages. The first is less competition from other listings, and the second is the large number of buyers who will get the automated alert when a new listing matches their search criteria. (Over 850 buyers got alerts for the listing at right.)

As I write this on Tuesday morning, there is **only one active listing in the entire City of Golden.** How

would you like your home to be the only home for sale in a city of 20,000 people and 7,500 homes?

I myself have nearly 100 buyers with MLS alerts matching their search criteria. When a new listing is entered on the MLS which matches a buyer's search criteria, that buyer gets an email alert with all the photos and details about that particular listing.

Perhaps you recall the DTC condo I featured in last week's ad. In the first day that it became active on the MLS, over 500 buyers received email alerts about it, four of whom tagged it a "favorite" and six tagged it a "possibility." When a client tags a listing, their agent gets an email letting him or her know, likely triggering an in-person showing. It's under contract for 10% over listing.

My \$725,000 Littleton listing from two weeks ago triggered email alerts to over 650 buyers, 18 of whom tagged it a favorite and 8 of whom tagged it as a possibility. It went under contract in five days for 20% over listing price.



Our Future Office at 1214 Washington Ave. in Downtown Golden

ate REcolorado for adopting some of my suggestions, such as creating a field for closing notes.

At the top of my gratitude list is the fact that we were able to rent a storefront in downtown Golden. In early December, Golden Real Estate will be moving to **1214 Washington Avenue**, the former location of Laurel Property Services. We look forward to benefiting from the pedestrian traffic of that prime location. We have ordered a Window-Vision unit from TouchPoint Systems to capitalize on that traffic. Above is an artist's rendering of it installed in our storefront. It allows passersby to search the MLS live.

What's really exciting about our move to downtown Golden is what

it allows us to do with our current building on South Golden Road. As you know by now, we are a show-place of "net zero energy," so I am partnering with broker associate **Ty Scrable**, who is super-committed and knowledgeable about sustainability, to create a new business we are calling **The Net Zero Store**. Our goal is to bring under one roof and into one showroom the various products and services that allow homeowners to "go net zero."

Ty and I will be presenting our plans for this new venture at the **Nov. 30th, 7pm**, meeting of the **Colorado Renewable Energy Society** at the **Jefferson Unitarian Church, 14350 W. 32nd Ave.** I have the meetup link on our blog.

## Affordable Townhome Near Olde Town Arvada

This 3-bedroom, 2-bath single-family attached home at **5258 Estes Circle** is conveniently located in a quiet subdivision within walking or biking distance of Olde Town Arvada, a couple blocks east of Garrison Street north of 52nd Avenue. All bedrooms are upstairs, and there is a fenced yard in the back. There is no basement. Built in 1987, it is being sold by its original owner, who has taken good care of it. **Sunflower Townhomes** is the subdivision's name. It consists of 51 attached homes like this one. It's what I call a "cul-de-sac neighborhood," because the only traffic you'll see is from fellow homeowners. With this home at the far end, that means almost no traffic passing by. To fully appreciate this home, visit [www.ArvidaPatioHome.info](http://www.ArvidaPatioHome.info) to take a narrated video tour, then come to my **open house on the Saturday after Thanksgiving, from 11 am to 1 p.m.**



**Every element of this ad is also posted at [GoldenREblog.com](http://GoldenREblog.com)**

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