

What Is the Value of a Realtor® When You Can Sell Your Home Without One?

Many sellers jump into "For Sale By Owner" without considering what they give up and how little they'll actually save by going this route. Here are some things to consider before making the FSBO decision.

Who's going to handle showings? You do NOT want to handle showings yourself! With most brokerages, you benefit from a professional showing service that takes the calls at all hours and makes sure that lockbox codes are only given to licensed agents. Some agents provide electronic lockboxes that prevent codes from being used more than once.

Who's going to show the home to buyers who don't have an agent?

This is your listing agent's job. And most buyers are uncomfortable looking at homes when the seller is present.

Are you skilled at negotiation? If you've priced the home right (and how would you know?), you will receive multiple offers, which is how you get the most for your home. An experienced agent knows how to juggle multiple contracts and get you

the best deal, which goes far beyond the best price. You may want flexibility on the closing date, and

your listing agent may be able to get the winning buyer to accept a defect as is or to buy that excess furniture you were going to have to put on craigslist. What a relief that would be!

Who's going to help you understand the contract submitted by a buyer's agent? If you're the only party to the transaction without professional representation, you could lose out on finer details. If you don't have an agent, you may have to hire a real estate attorney. Now you're talking big bucks!

How will you deal with the inspection objection notice? Getting under contract is only the beginning. You'll need to negotiate repairs and possibly deal with a low appraisal. An experienced real estate agent does this well.

Have you considered your out-of-pocket expenses? There's the lockbox, signage, advertis-

ing, photography, fliers and website fees. Maybe you'll pay some "limited service" agent a few hundred dollars just to put it on the MLS. Listing brokerages assume those costs, and a good brokerage pays extra to feature your home on Zillow, Trulia, Realtor.com and other websites.

How much do you think you'll save? Most FSBO's end up paying a 2.8% "co-op" commission to the buyer's agent. You may think you're going to save 5-6%, but it ends up being much less, even without considering what a skilled agent can save (or earn) you, as described above. And most listing agents will discount your listing commission considerably if you let them earn a commission on the purchase of your replacement home.

Your listing agent might sell your home and save you even more. Many agents will reduce your listing commission if they don't have to pay the co-op to a buyer's agent. This means your 5-6% commission could be reduced to 4-5%. That means you might get the benefits of a listing agent for 1-2% above what you would have paid a buyer's agent.

REAL ESTATE TODAY



By JIM SMITH, Realtor®

Just Listed: Affordable Ranch-Style Home in Arvada



This beautifully remodeled home at 6688 Otis Court features a new kitchen with granite countertops and stainless appliances, new windows, carpet and paint. You'll feel right at home the minute you walk into the main room of this meticulously maintained home and feel the warmth of the wood fireplace. The 624-sq.-ft. garage is a dream come true with 37 ft. of work bench and 20 ft. of wall cabinets, brand new 9-foot garage doors and tons of storage! Recreational vehicles have plenty of space on their own privately fenced, 44 x 20 ft. gravel pad, complete with 30 amps of power and water hook up. Do you need more storage space? No problem! The basement under the garage (that's right!) offers an additional 624 sq. ft. of space; the possibilities are endless! The corner lot is large and features fruit trees and mature landscaping. Listed by Kristi Brunel, 303-525-2520.

Here Are Golden Real Estate's Value Add's for Clients:

At Golden Real Estate, we're always on the lookout for new and helpful benefits we can provide to our clients — both sellers and buyers.

A good example of that is our **free moving truck**, which has now logged over 103,000 miles — mostly for buyers and sellers but also for churches and other non-profits. Since U-Haul charges nearly a dollar per mile in addition to their daily rentals, you can easily see that we have saved our clients over \$100,000 by providing free use of this truck. It also comes with blankets, dollies, **free moving boxes and packing paper/bubble wrap**.

Another added value for sellers is that we promote all our company listings in **this page 3 advertisement**, which has a circulation of 135,000 in eight different newspapers, including all Jeffco editions of the Denver Post's YourHub section.

We shoot state-of-the-art **HDR photographs** for all listings. This process produces pictures with perfect lighting for all elements of the photograph,

including the views out the windows. This is the kind of photos you see in the glossy magazines.

We shoot **narrated video tours** of all our listings and post the videos on our own website, on YouTube, the MLS, Zillow, Trulia, etc.

We purchase **distinctive URL web addresses** for each listing, such as for the listing at left. That helps buyers find the listing's website more easily.

We provide a **free staging consultation** to help our listings show their best. Our stager is also available at an affordable rate to help the seller pack and organize their belongings.

We promote our listings using **highly targeted Facebook advertising**. We find it's very effective!

We install attractive **wooden yard sign posts** and install **solar lighting fixtures** on them so buyers can see the signs after dark.

We **reduce our listing commission** when we sell a listing ourselves and don't have to share the commission with a buyer's agent. Other agents will do this if asked, but they hope you won't ask!



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