

"If the Buyer's Agent Sells My House, Why Do I Need a Lazy Listing Agent?"

That was the question asked by a reader of last week's column in which I explained the confusing terminology which calls the buyer's agent the "selling" agent.

The answer is that you don't need a lazy listing agent — you need a diligent listing agent who is, first of all, a member of the local Realtor's association. That way your home is not only on the MLS, it is on realtor.com, the nation's most viewed real estate website.

No seller needs a lazy listing agent — Realtor or non-Realtor — who does nothing more than put the home on the MLS and wait for some buyer's agent to sell his listing. That's the kind of listing agent who makes sellers (like my reader) think poorly of ALL listing agents.

A good listing agent's job is to market your home thoroughly and

professionally. That involves the following tasks, among others:

- ◆ Entering complete data on the MLS, not just the minimum mandatory information.
- ◆ Uploading the maximum possible number of photos, which is 25 on our MLS and on realtor.com.
- ◆ Purchasing and using "showcase" service on realtor.com so that you can also upload a video tour, a virtual tour (slideshow), an extended sales pitch describing the house, open house information and the listing agent's contact information.
- ◆ Printing an effective color brochure with lots of pictures and keeping the brochure box filled.
- ◆ Producing effective print advertising and, when appropriate, sending "Just Listed" postcards to neighbors and email blasts to other agents.
- ◆ Using a showing service with long hours and a great system for obtaining feedback.

REAL ESTATE TODAY



By **JIM SMITH**,
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- ◆ Providing staging advice so that the listing shows well.
 - ◆ Providing incentives for buyers to buy your listings, such as Golden Real Estate's free moving truck and free boxes.
 - ◆ Holding open houses as often as manpower & weather allow.
- It is the diligent efforts of the listing agent that causes a buyer to find your home and ask his agent to show it to him/her. (That is what usually happens — more often than not, the buyer identifies the homes he wants to see.)

Big Price Reduction on Historic Golden Home

My listing at 717 Arapahoe St. in downtown Golden has just been reduced to \$375,000 — \$20,000 less than when I listed it in June. Built in 1875 by one of Golden's founding fathers, this home is close to everything that makes Golden great! Tour it online at www.HistoricGoldenHome.com.

This Week's Featured New Listing

6-BR Applewood Ranch with Solar Hot Water!

This beautifully updated and spacious home at 13810 Braun Drive is located far from the noise of Interstate 70, near Eldridge Street. Its 1/4-acre lot backs to 20th Avenue, so there is no neighbor over your back fence, just a nice view of Green Mountain in the distance! The main-floor with its three bedrooms and two baths has hardwood flooring throughout, except in the kitchen, which has a new Allure floor and features a new refrigerator, gas stove and microwave/convention oven. The huge backyard features an extra large covered patio with can lighting and speakers, plus a garden area and six bearing fruit trees — apple, pear, plum, and apricot. (I ate one of the apples, and it was delicious!) Open this Saturday, 1-4 p.m.



Serving the West Metro Area

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