

## Email Alerts of New Listings Provide a Good Reason for Listing Your Home on the MLS

Yes, it's a seller's market, and maybe you think you don't need to hire an agent to put your home on the MLS, but the opposite is true. Take, for example, the listing which was featured in this space last week. For 7 days it was listed as "Coming Soon" on our MLS, REcolorado, during which time it was not visible to non-members of the MLS (i.e., buyers). But that listing *was* emailed to over 250 buyers who had email alerts set up by their agents. One of those buyers tagged the listing as a "favorite" and another six tagged it as a "possibility."

Those numbers, however, only reflect buyers who had included "coming soon" among the criteria that would trigger an alert. After the listing changed from "coming soon" to "active" on the MLS, the number of buyers who were alerted jumped to 720 and two more buyers tagged it as a "favorite." When a buyer tags a listing as either a "favorite" or a "possibility," the buyer's agent gets an email letting him or her know which client liked the listing

and may want to see it when it's "active" and showings are allowed.

These numbers don't include the buyers who set up their own alerts on Zillow or other consumer-facing sites, including Redfin. Also, those websites don't display "coming soon" listings until they have been changed to "active." Thus, buyers who had agents include "coming soon" as a criterion benefited from a 1-week earlier notice of that listing than did any of those buyers who were setting up alerts on their own.

**For buyers wanting the earliest alerts of new listings matching their search criteria, please make this a reason to have an agent set up alerts for you instead of setting up alerts on your own.**

Knowing the power of MLS alerts should cause any seller to have second thoughts about selling without an agent. It used to be that sellers could hire a "limited service" agent who would put their home on the MLS for a flat fee (say, \$300) without performing any other service, but that is now illegal. The Colorado Real Estate Commission

has ruled that there are certain minimum services which must be performed by all listing agents. Those services include exercising "reasonable skill and care," receiving and presenting all offers, disclosing any known material facts about the buyer (such as their ability to close), referring their client to legal and other specialists on topics about which the agent is not qualified, accounting for the receipt of earnest money, and keeping the seller fully informed throughout the transaction.

Failure to perform those minimum services could subject the agent to discipline up to and including loss of license, which has caused "limited service" listings to disappear. If an agent offers such service to you, you should report them to the Division of Real Estate.

By the way, the Colorado Real Estate Commission has also ruled that it is the duty of all licensees to report known wrong-doing by other licensees, which their competitors are happy to do. We can be disciplined for *not* performing that duty.

Studies have shown that homes which are listed "for sale by owner" (FSBO) sell for less than ones which are listed by an agent on the MLS, and you can see why, because the more exposure your home has to prospective buyers, the more showings and offers you are likely to receive. And that difference in bottom line proceeds can far exceed the commission you are likely to pay.

Consider this: whether or not you hire a listing agent, you're still likely to pay the "co-op" commission to the buyer's agent, which is typically 2.8%. The average *listing* commission (which includes that co-op commission) is now around 5.5%, not the 6% everyone tells you. As a result, the savings you *might* experience from not hiring a listing agent could be about 2.7%, and that is likely less than the increased selling price you might get from listing your home on the MLS with a true "full-service" agent such as my bro-

ker associates and myself.

**Note:** Some brokerages mislead you by promoting a 1% listing commission, but when they get into your home to sign you up, they disclose that the 1% is in addition to the 2.8% that they recommend as the co-op commission and is increased further if they don't earn a co-op commission on the purchase of your replacement home. It is also increased if they double-end the sale of your home, meaning that they don't have to pay that 2.8% co-op commission to the buyer's agent.

Such deceptive advertising, to me, is reason enough not to hire such a brokerage, but it may be hard for some people to say "no" to an agent they invited into their home with contract in hand.

Unlike such a brokerage, Golden Real Estate tells you upfront that we reduce our listing commission when we double-end the transaction, and we discount it further when you allow us to earn a commission on the purchase of your replacement home.

That said, our final commission might be only 1% or so higher than what you might pay to a discount brokerage, and our version of "full service" is much more complete than theirs. For starters, we produce narrated video tours on every listing. Our video tours are not just slideshows with music or un-narrated interactive tours which can be dizzying and annoying. Our *narrated* tours resemble an actual showing, where the listing agent is walking you through the house, talking all the time, pointing out this or that feature which may not be obvious otherwise. Are those quartz countertops? Are there slide-outs in those base cabinets? Is that a wood-burning or gas fireplace? We have sold listings to out-of-towners who only "toured" the home on video, not seeing it in person until they flew into town for the inspection. That's the power of *narrated* video tours.

REAL ESTATE TODAY



By JIM SMITH, Realtor®

### Our Commitment: Keeping Styrofoam Out of Landfills

One element of Golden Real Estate's commitment to sustainability is our acceptance of polystyrene in the Styrofoam Corral behind our office on South Golden Road. Perhaps you have wondered what we do with all that Styrofoam.

At least twice every month we fill our truck with what everyone (including us) calls Styrofoam, but that's a brand name. The generic term is expanded polystyrene foam, or EPS. We take each truckload to Centennial Containers southeast of Peoria Street and I-70. There the material, which is 95% air, is "densified," compressed into those foot-square bars shown at right, which are then stacked on pallets each weighing over 1,000 pounds. One of our truck loads might make just one of those bars of compressed material! Eventually a semi trailer filled with those pallets is taken to an American company which recycles those bars into new polystyrene or other plastic-based products.



We used to take our loads to Alpine Waste's recycling facility located northwest of the I-70/I-25 interchange, but they ship their densified polystyrene to China. When China cut down on accepting plastic waste from the United States, we switched to Centennial Containers and have found them easier to work with, too.

Our polystyrene recycling is only one part of Golden Real Estate's commitment to sustainability which won us our second Sustainability Award from the City of Golden in 2020. Since receiving our first award in 2010, we transitioned our building to Net Zero Energy in 2017 by removing our natural gas meter and installing a heat pump mini-split system to heat and cool our office electrically. Our 20-kW solar photovoltaic system provides all the electricity for powering our office as well as charging our five Tesla vehicles and providing free EV charging to the general public in our parking lot.



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

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