

There's So Much More to Buying Or Selling a Home Than Getting Under Contract

We all know by now that it's easier to sell a home now than it was, say, two years ago, and some sellers think they don't need to hire a real estate professional to market their home.

What this overlooks, however, is that marketing and getting the home under contract is only the beginning of the work that we do.

In my own practice, I have noticed that our job has gotten much more difficult this year, despite the shorter time it takes to get a home under contract. Negotiating inspection and appraisal issues and coordinating the purchase of a replacement home so that the seller has a place to move have become more complicated, in part because of the hotter market.

I don't envy the seller who thinks he can take on the tasks that we agents are used to performing every day. And for what? Statis-

tics show that nearly all sellers end up offering a "co-op" commission of 2.8% to the buyer's agent. This buys the seller the unenviable position of being the only party in the transaction without professional representation!

The seller thinks that he is saving 3.2% by only paying 2.8% to the buyer's agent, but this assumes a standard listing commission of 6%. The average listing commission now, according to NAR, is closer to 5%, and it is common for agents (including at my company) to reduce that fee by 1% if they sell the home without having to pay a buyer's agent and by another 1% if the seller uses them to purchase their replacement home.

Some agents have even listed homes for "free" (2.8% to pay the buyer's broker) in return for being able to earn 2.8% on the purchase

of a higher-priced replacement home.

If sellers really understood (1) the negotiability of listing commissions and (2) the value of professional representation beyond merely getting under contract, the whole for-sale-by-owner concept would lose favor completely.

New MLS for Denver Is About to Be Rolled Out

MetroList, Denver's MLS, has until now created and maintained its own software platform for local agents to use in marketing and finding homes for sale. Meanwhile, MLS's elsewhere have taken the smarter route of licensing software from a company specializing in that service. (We Realtors do the same for our websites — it would be crazy and costly to build a custom site.)

Long overdue, MetroList will complete the transition shortly to a more functional site hosted by CoreLogic.

This Week's Featured New Listing

Westminster Townhome in a Park-Like Setting

Quail Crossing is a subdivision of attached homes located within a mile of the 136th Ave. exit of I-25. This 3-bedroom end unit at 990 W. 133rd Circle is a real bargain at just \$119 per square foot. Built in 1981, these homes are in a park-like setting, with lots of grassy areas — which you don't have to mow or irrigate! And you only need to cross 134th Avenue to enjoy a public park, which has a playground and bike path. If interested, you might want to act quickly. The units which sold in the last year went under contract in an average of 13 days — two-thirds of them in five days or less! (Listed yesterday.)



REAL ESTATE TODAY



By **JIM SMITH**,
Realtor®

Jim Smith

Broker/Owner

Golden Real Estate, Inc.

DIRECT: 303-525-1851

EMAIL: Jim@GoldenRealEstate.com

17695 South Golden Road, Golden 80401

WEBSITE: www.GoldenRealEstate.com

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