

"Why Isn't My Home Selling?" Consider Your Selection of Listing Agent

Every now and then I get a call from a disappointed seller who thought his or her home would sell quickly in our "seller's market" but for some reason it isn't selling. How can that be?

This happened twice last week, and one of them was almost a parody of a common mistake sellers make: hiring a relative who is in real estate.

This is not to say that being a relative is a bad thing. Your relative may indeed have your best interest at heart (which every agent should for his client, by the way), is

your relative among the 10% of agents doing upwards of 90% of the transactions, or is he or she among the half of all agents who haven't closed a single transaction in the past 12 months? If the latter, then making blood relationship your sole criterion for selection might not work in your favor.

That seller mentioned above had selected a relative who hasn't had a successful transaction in the past three years. She had only two prior listings, and both expired without selling. As a buyer's agent, she has

never had a closing either. Clearly, if this particular agent had not been a relative, this seller might not have considered her, or at least would have asked more qualifying questions before signing a listing agreement.

Was this agent a Realtor? He assumed she was, but she is in fact a non-Realtor, and for good reason. With no income, she probably can't afford the \$500/year dues.

This is not to say that only members of a Realtor association can be successful, but it's likely such an agent scrimps on marketing, too.

In this business, one's level of expertise is directly related to how many transactions you do and not

how many years you are licensed. You can be licensed for 30 years, but if you only do two transactions per year (which is the average of all licensees), you are not going to be as effective in marketing your listings or negotiating contracts as someone who does 20 or 30 transactions per year.

That's the problem with hiring relatives — you dispense with those qualifying questions, despite the fact that you are talking about the biggest transaction you will undertake in a given year (or decade).

If you feel bad about not using the relative, ask him or her to help you find the best agent, and that agent will pay your relative a referral fee.

REAL ESTATE TODAY



By **JIM SMITH**, Realtor®

This Week's Featured New Listings



This original brick ranch home at 2901 S. Golden Road was built in 1954 with excellent craftsmanship. Once you see it you'll agree — they don't make 'em like this anymore! The home is just a few blocks from the new Vitamin Cottage being built at 24th Street and East Street. Golden High School is nearly as close. The home faces southwest with views of the Front Range and Lookout Mountain. Last sold in 1973, this is truly a "diamond in the rough" with 1,088 square feet on the main floor and another 1,088 square feet of unfinished space in the basement. There are two bedrooms and one bathroom, a galley kitchen with eat-in area, plus a formal living room and formal dining room. Wait until you see the backyard, it's like a private park with mature trees and terraced landscaping. A 12' x 40' covered porch on the backside of the home is great for gatherings. There is an oversized (12'x29') carport. Listed by Mark Spencer.

This column can be emailed to you if you find yourself reading the newspaper less. Email me at Jim@GoldenRealEstate.com, or subscribe to my blog at www.JimSmithBlog.com.



Don't miss the charming mountain home at 28 Pinon Circle on nearly an acre of useable land in the Missouri Lakes subdivision. This 3-bed, 2-bath home has 1,800 finished square feet and a 1-car oversized garage. Its corner lot has great trees & privacy and is only 2 miles from Black Hawk's casinos. Enjoy views of the Continental Divide from the wrap around deck. It has a fenced yard, rock outcroppings, natural gas heat and a cozy freestanding gas fireplace. It has energy efficient windows, new paint, and very low taxes. Great location near National Forest, Rec Center, school, library, & Golden Gate State Park. Listed by Carrie Lovingier.

Advantages of Listing With a Golden Real Estate Agent:

- ◆ Your listing is featured on this page
- ◆ You and the buyer get free use of our moving truck — not just for moving, but also for decluttering, moving excess furniture to storage, etc. We also provide both parties with free moving boxes, wrapping paper and bubble wrap.
- ◆ Your home will be featured in a YouTube video that is linked to the MLS, realtor.com, Trulia and Zillow, as well as our own website.
- ◆ We will take HDR photos, not just point-and-shoot photos of every room
- ◆ We will provide a free staging consultation to help your home show its best
- ◆ We will utilize a custom URL (web address) for your home so it's easy to find online.
- ◆ We will give your home its own web page and enhance your home's listing on realtor.com, Trulia, Zillow and other websites.
- ◆ We will hold multiple open houses, as you wish, and as weather and manpower permits.

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



Follow us on Facebook at www.Facebook.com/GoldenRealEstate1

GOLDEN REAL ESTATE

Serving the West Metro Area