

In Our Internet-Connected Marketplace, What's the Role of Realtors Now?

There are two countervailing trends in real estate today. On the one hand, buyers have nearly full access to the universe of homes for sale, including homes listed on "for sale by owner" websites and "make me move" listings on Zillow.

On the other hand, the buying and selling process gets more complicated every year and the mortgage financing process is ridiculously more complicated!

With these two trends at work, the role of the licensed real estate professional has evolved from being the source of listing information to a "navigator" — a professional knowledgeable in the

complexities of each stage of the buying and selling process.

Believe me, you do not want to navigate these waters alone, either as a seller or a buyer!

We Realtors (the 50% of licensed agents who are members of the National Association of Realtors) find our role changing from that of selling to consulting and advising. Personally, I like the term "navigator" for that new role.

A navigator helps you get from point A to point B without running aground.

There could not be a better description of our roles in helping you through the home buying and selling process.

If you Google "real estate flow chart" as I did in writing this week's column, you'll find charts that don't fit readably on this page because of how many components there are. I urge all would-be sellers in particular to study those charts and realize that point B is *not* getting under contract with a buyer. Point B is way beyond that! You'll need a navigator — preferably a Realtor — to assist in negotiating among multiple buyers, handling inspection objections and appraisal issues.

(I don't recommend working with a non-Realtor for the simple reason that if they can't afford or don't want to join their national and local trade association, they may not have the experience you need. Would a ship's captain want a navigator with little or no experience?)

A good navigator looks at the entire journey ahead of time, not mile-by-mile. In the case of real estate, how the contract to buy and sell is written can help avoid problems later on with such issues as inspection and appraisal. In this multiple-offer environment, we can negotiate back-up contracts and not just primary contracts, so that the seller is in a strong negotiating position as the transaction proceeds.

For buyers, the need for "navigation" is just as important. Again, getting your dream home under contract is not "point B." Your real point B is the closing, and you'll need guidance from a good navigator through that month-long (or longer) process of getting to closing. The shoals include inspection, HOA docs, title work, appraisal, loan approval and more.

REAL ESTATE TODAY



By JIM SMITH, Realtor®

This Week's Featured New Listings from Golden Real Estate

Foothills Home Has View of Golden Gate State Park

This is a great mountain home with fabulous views! Move in ready with new carpet and paint. The main floor has a beautiful kitchen with hickory and glass cabinets, stainless steel appliances and backsplash, plus matching tile on the countertops and floor. The living area has a wood burning stove and breathtaking mountain views. Also on the main floor are two bedrooms with a Jack & Jill bathroom. Upstairs is a wonderful master suite with amazing views, large walk-in closet, and a 5-piece master bathroom with whirlpool tub. There is a 2-bedroom mother-in-law apartment in the basement with a separate entrance and a walk out sliding door to a large deck. Take a video tour, inside and out, at www.FoothillsHome.info. Listed by David Dlugasch.



\$429,000

34618 Lyttle Dowdle Drive

This Gilpin County Home Offers View of the Divide

Located just 2/10 of a mile past the Wondervu Cafe on Coal Creek Canyon Road, this home is nestled against a wooded hillside. It boasts easy access to Highway 72. It has a recently remodeled kitchen with new appliances and a large granite counter for entertaining. It also has new windows and room to build a garage on the private lot located next to more expensive homes. Enjoy the million dollar panoramic views from Longs Peak to James Peak from the family room and two large decks, or enjoy watching the wildlife on your private back porch. Hike Roosevelt National Forest from your back door. With the great kitchen, new carpeting and paint, it is a terrific buy! Take the video tour at www.StoneCliffHome.info. Listed by Jim Swanson.



\$275,000

107 Stone Cliff Circle

Golden Real Estate Has Openings for Additional Experienced Realtors

Golden Real Estate is looking to add a broker associate who lives south of US 285 to accept leads from that part of the county. We also are seeking another foothills agent. We offer a competitive split, but also exceptional marketing benefits including access to this ad space for your listings. If you have at least two years' experience and think you'd be a good "fit" at Golden Real Estate, call me for an interview.



All Agents Are Certified EcoBrokers

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