

Amazon's Deal With Real Estate Megafirm Could Be a Game Changer

Maybe you've heard about the recent deal between Amazon and Realogy in which they give buyers \$1,000 to \$5,000 in smart-home products if you let them assign you an agent.

Unless you're in real estate, you probably never heard of Realogy. They're a holding company which owns multiple real estate franchisors that you *have* heard of — Century 21, Coldwell Banker, Better Homes & Gardens Real Estate, Sotheby's International Realty and ERA Real Estate.

Denver is one of 15 markets where Amazon's "Turnkey" program is being rolled out, with the intention of making it nationwide.

Putting on my journalist hat, I pretended to be a home buyer and went to Amazon's website for this program. I filled in my name, my non-Realtor email address, and cell number, and within a minute received a screening call from a man at Realogy affiliate OJO Labs, who asked me where I was looking (Golden & Arvada), price range (\$500,000), and whether I owned and would be selling my current home. (I said yes.) **Note: Since many or most buyers have homes to sell, this program is effective at generating seller leads, too.**

Then he explained (because I asked) that he was sending a text message to all the participating agents in my market and the first agent who responded to the text would be my agent. **I would not be able to select the agent.**

Before he connected me to that agent, I asked her name and Googled it. She's with a brokerage in Longmont, 45 miles by car from Golden. Of course, she didn't tell me that herself, hoping I'd hire her to buy a home and probably to sell my current home. She also overstated her experience, which I was able to check online.

After saying I wouldn't work with her, I received a call from a second agent. This one was from a Denver office of the same brokerage and knew me, so my pretense ended with her, but I was able to interview her about the program.

She confirmed that the program is run through Realogy's relocation business called Cartus and that the participating agents are the ones who already get relocation leads. This program will be a windfall for those agents because the leads could result in both a listing and a purchase, whereas relocation leads are only for a either a listing or a purchase. It will

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

Coming Soon: Gated 2-Story Home in Wheat Ridge



\$695,000

This Tudor-style home at **3415 Quail St.** is unlike any I have listed before. It has its own electric remote-controlled gate to its driveway and has a beautifully landscaped 0.4-acre lot. There are four bedrooms upstairs, including a master suite with its own deck with a partial mountain view past

a mature pine tree. There is an expansive flagstone patio with stucco privacy walls to the left and right outside an enclosed sunroom. Built in 1977, it has 2,502 above-ground square feet plus a full basement which is 50% finished. It's located on a quiet cul-de-sac with only the playing field of an elementary school across the street. Located half-way between I-70 and Kipling Street, just north of 32nd Avenue, it is convenient both to downtown Denver and the mountains. It should be ready for showing this weekend. Check its website, www.WheatRidgeHome.info for more pictures, a video tour and open house information.

be a windfall for Cartus, too, since, like all relocation companies, they take 30% or more of the agent's commission. Amazon must be getting a big fee, too, which ultimately comes from the commission paid by sellers to the participating agents.

As I told Aldo Svaldi of the Denver Post when he interviewed me, this is a really smart move for

Amazon and a great deal for Realogy, and I suppose companies like Golden Real Estate could lose market share, even though we do offer other advantages to using us, including free use of our own moving trucks, boxes and packing materials. And when a buyer also lists his or her home with us, we also provide free labor, saving our clients thousands of dollars.

Price Reduced on Horse Property North of Golden

This beautiful home at **16826 W. 57th Ave.** is on the eastern slope of North Table Mountain, just four miles from downtown Golden. It has 5 bedrooms, including a master bedroom with vaulted ceiling that has its own deck with an unobstructed mountain view. The lower level has a 25'x27' family room with stone wood-burning fireplace and access to both the garage and a large dog run. An impact-resistant roof, gutters and downspout were just installed. The 24'x28' horse barn has a tack room and 3 stalls, one with its own outside run, separate from the half-acre pasture. Whether or not you have or want horses (you could generate a great income from boarding *other* people's horses) you will love this country home so close to Golden, Denver and the mountains. There's lots of space for your RV and other toys, too! See more pictures and view my narrated video walk-through at www.JeffcoHorseProperties.com. Then come to our open house on **Sunday, August 4th, 11 a.m. to 2 p.m.**



\$745,000

Tri-Level Arvada Home Just Listed by Andrew Lesko



\$455,000

This custom 1950's tri-level home at **6315 Pierce Street** features wood-beamed, vaulted ceilings, beautiful hardwood flooring and mahogany woodwork throughout. This 3-bedroom, 2-bath home also features a lower-level family room, an extra-large patio sunroom with wood burning fireplace and a great deck area for outdoor entertainment. The backyard is large, private and comes with a large garden shed. There is an attached 1-car garage *and* a detached 2-car garage. This home has been beautifully maintained by the same owner for the last 40 years. It is located just two blocks from Secrest Park and Recreation Center, one block from Secrest Elementary School and about a mile from Old Town Arvada. View a narrated walk-through of the home at www.ArvidaHome.info. For a private showing, call your agent or listing agent Andrew Lesko at **720-710-1000**. **Open Saturday, August 3, 11 am - 3 pm.**



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Jim Smith
Broker/Owner



Golden Real Estate, Inc.

CALL OR TEXT: **303-525-1851**

OFFICE PHONE: **303-302-3636**

EMAIL: Jim@GoldenRealEstate.com

WEBSITE: www.GoldenRealEstate.com

ARCHIVES: www.JimSmithColumns.com

17695 South Golden Road, Golden 80401