

Shouldn't a Listing Agent Do More Than Just Put Your Home on the MLS?

The short answer is "yes," of course. But let's talk about a how much a listing agent can and should do to promote your home.

First, there's a lot more to entering a home on the MLS than you might realize. Not all MLS fields are mandatory, and too many agents enter only the mandatory fields. Some of the optional fields are really important to promoting your home.

For example, in addition to the "public remarks" describing your home, the listing agent can enter a description about each individual room. This is an opportunity to describe the kitchen appliances, the bathroom flooring, or the view out the master bedroom window, etc. — all great selling points for a home. Yet, a quick analysis of 50 random listings just now shows that roughly half the listings in the MLS have little or no description of the individual rooms, or even their measurements, which are also not mandatory.

I've mentioned before that there are both "public remarks" and "broker remarks," and sellers can't see what their listing agents have entered under broker remarks, which are seen only by other agents. The broker remarks might say that any offers received after 5 pm won't be presented until the next business day, or that no deadlines should be on a Sunday. How would you, as a seller, feel knowing that your listing agent isn't checking his inbox (or answering his phone) after 5 pm or on weekends?

REAL ESTATE TODAY



By JIM SMITH, Realtor®

We all know that pictures are critical to the marketing of a listing. Before you list with any agent, try

searching for that agent on the MLS (www.recolorado.com) where you can view his or her listings (if any), not only to see how complete their data entry is, but also to view their pictures. Are the windows in each room a white blur, and are the dark and light elements of each picture properly exposed and visible? By using High Dynamic Range (HDR) technology, the view out the windows is perfect, as is the exposure of the room's interior. Choose agents who have great pictures on their listings.

Remember, the best predictor of how an agent will market *your* home is how they have marketed other homes.

At Golden Real Estate, we see great value in doing *narrated* video tours of our listings, because they simulate an actual listing, which is helpful to out-of-town buyers. We add aerial video tours using a drone, too. Click on the "virtual tour" link of an agent's listing to see if it's merely a slideshow with music. Video tours should be uploaded to YouTube (with full sales pitch there,

too), because that adds additional exposure to your listing.

Below is a flyer describing other things which Golden Real Estate does to promote its listings.

Golden Real Estate
Exclusives:

- State-of-the-Art HDR Photographs of Each Listing
- Narrated Video Tours Produced for All Listings (posted on MLS, YouTube, Realtor.com, Trulia and Zillow)
- Enhanced Display on Realtor.com, Trulia and Zillow
- Distinctive Web Addresses for Each Listing
- Free Staging Advice to Make Your Home Show Its Best
- Your Home Featured in Jim Smith's Real Estate Column in 6 Newspapers, Including the Denver Post
- Attractive Wooden Yard Sign with Solar Powered Lighting
- Free Moving Truck & Moving Boxes (clients get free ongoing use of truck, subject only to availability)
- Multiple Open Houses, As Client Wishes
- Discount on Listing Commission When We "Double End" Transaction

GOLDEN REAL ESTATE

NREL Celebrates 40 Years of Making a Difference

The National Renewable Energy Laboratory (NREL), originally known as the Solar Energy Research Institute (SERI), was created during the Carter administration 40 years ago. Its location close to the City of Golden has allowed Jefferson County to become a national center of innovation and business creation in the area of renewable energy.

The Colorado Renewable Energy Society (CRES) is marking this milestone on July 12th at the Jefferson Unitarian Church with a presentation by Denis Hayes, SERI's second director and a co-founder of Earth Day.

His talk is titled, "How NREL Won the Long Game for Clean Power." You can reserve your free seat at NREL40.eventbrite.com. Your reservation is not required but helps to plan for food, and any donations are appreciated.

Hayes and other remarkable scientists and engineers will share what motivated their research in solar power and other fossil fuel alternatives when oil was king, and how they weathered hostility from earlier

administrations. The future of NREL in the Trump administration will no doubt be discussed. Stay for a networking reception with food and drinks after the presentation. The event is co-sponsored by the Colorado Renewable Energy Society, the JUC Green Task Force and New Energy Colorado/Golden Earth Days.

Jefferson Unitarian Church is at 14350 W. 32nd Ave., west of the 32nd & Youngfield exit of I-70. The event begins at 7 pm.



Join Us in Celebrating Golden Real Estate's 10th Anniversary!

Golden Real Estate was incorporated on July 7, 2007, which means that this is our 10th Anniversary. Mark your calendar for **Friday, July 14th, 5-8 pm**, when we'll be throwing a party for clients, supporters and you, our readers, in our South Golden Road parking lot with live music and free food. Broker associate Jim Swanson and his Lakeside Doublewide band will entertain us. Tequila's Mexican Family Restaurant will cater the event. I hope you'll join us!

Jim Smith
Broker/Owner



Golden Real Estate, Inc.

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Honored as Metro Denver's #3 brokerage of its size (6 to 10 agents) for the number of closed transactions in 2016