

## Jeffco5 Petition Drive Failed, But Voters Can Achieve Same Goal in November

Readers will recall my promotion of the Jeffco5 petition drive in the spring, which failed to get enough signatures to put the measure on November's ballot.

The proposed ballot measure would have allowed voters to increase the number of county commissioners from three to five and to have them elected by district instead of countywide, as at present. Jefferson County is the only large county in the state which has not chosen to increase the number of county commissioners to five as permitted by the state consti-

tuition. By having each commissioner represent one-third of the county but be elected by the entire county results in each commissioner paying less attention to his or her one-third of the county —and also makes it harder to defeat incumbents.

The petition drive was necessitated when the three commissioners voted 2-to-1 against placing the measure on the ballot. One of those two votes against putting the measure on the ballot was Dan Rosier, who is running for re-election against a candi-

date who is pledged to join Commissioner Casey Tighe in voting to put the measure on the ballot if elected.

Therefore, a vote for **John Flerlage** is essentially a vote for the Jeffco5 effort, which is why Golden Real Estate is supporting John for County Commissioner.

Whether you are liberal or con-

servative, you deserve to have a stronger voice in county affairs. If your commissioner is elected only by your 100,000 neighbors instead of by all half million Jeffco voters, he or she will naturally spend more time listening to your concerns. Join me in helping John Flerlage get elected so we can achieve this important goal.

### REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

## This Week's Featured New Listing



This original brick tri-level with basement is located at **13932 W. Virginia Drive** in the Green Mountain Estates subdivision west of Union Blvd. in Lakewood. The landscaping alone is a big selling point for this 2,236-sq.-ft. home with three upper-level bedrooms, two of which open onto the wide deck above the two-car garage. The 11'x20' country kitchen and 14'x22' family room with brick fireplace hint at the spaciousness of this fine home. Add to that a 10'x23' sun room with wood ceiling, skylights and hot-tub and you're beginning to get a feeling for this great home. The location is great, too, a half-mile into a cul-de-sac neighborhood on the east slope of Green Mountain. It's quiet here! Come along with me on a narrated video tour at the website above, then come to our open house this **Sunday, 1-4 p.m.** Or call me for a private showing.

This column can be emailed to you if you find yourself reading newspapers less. Email me at [Jim@GoldenRealEstate.com](mailto:Jim@GoldenRealEstate.com), or subscribe to my blog at [www.JimSmithBlog.com](http://www.JimSmithBlog.com).

## Find a '5-Star Professional' in This Month's 5280 Magazine

Every year readers of 5280 Magazine are treated to a paid advertising supplement from a Minnesota company called Five Star Professional. The supplement — 109 pages this year — is surely a money-maker for the magazine, which has nothing to do with its content.

The business plan of Five Star Professional is to find hundreds of agents who have sold home(s) during the past year and who are licensed by the state, with no disciplinary actions recorded against them. Once the "nominated" agents satisfy those criteria, they are offered upsells starting at \$445 for a 1/14th page directory listing (on their 2012 order form) up to \$4,695 for a full page ad. Read their full 2012 upsell price list at [JimSmithColumns.com](http://JimSmithColumns.com).

Each year I'm surprised by how many of my truly successful colleagues are not listed. In its defense, Five Star Professional will tell you "customer satisfaction" and not sales volume is their criterion. They claim to interview thousands of past clients, but the organization won't tell even the nominated agent which client(s) nominated or spoke well of them.

Bottom line, consumers need to realize that it's all paid advertising — *like this ad*, of course — and that nominees who don't pay extra get only their name and company listed — no contact information is provided. Agents who don't buy the upsell are basically "overhead" for Five Star Professional's advertising supplement.

What I object to most, as a former professional journalist, is that 5280 Magazine appears unconcerned with how most Five Star "winners" portray themselves as having been awarded that status by the magazine, when the magazine has absolutely no role in selecting them or creating the advertising supplement, and the agents who pay for those larger display ads write the ad copy themselves.

You'll note that the ad supplement isn't even mentioned on the magazine's cover, in their table of contents or on their website. Check it out yourself at [www.5280.com/magazine](http://www.5280.com/magazine). Compare this to their August issue featuring "Top Doctors" — an entirely in-house effort meeting high journalistic standards — and featured on their cover and on their website. The publisher is justly proud of that product.



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