

## Even 'Seasoned' Realtors Can Learn Something New/Useful

By JIM SMITH  
Jefferson County Realtor®

Something was said at this year's RE/MAX International convention in San Diego that has stuck with me ever since.

One speaker asked a rhetorical question: "Is there anyone here who has learned everything he or she needs to know about real estate?" Not a single Realtor in the audience raised his or her hand.

Indeed, although I'm comfortable that I know *enough* to be a great Realtor, I am very clear that there are things I could learn, the knowing of which would benefit me and bring me more business!

The ever-improving and expanding technology tools alone require a lot of time to absorb — and, consequently, a surprising number of Realtors don't even know the basics about email, web searching and other technological tools that weren't available to agents just 20 years ago.

Fortunately for me, I am computer literate and can quickly pick up new tools — but, even so, I own at least two pieces of software which I purchased and have never had the time to master.

Going to the RE/MAX convention in San Diego was quite expensive — not in air fare and hotel accommodations, but in the money I ended up spending with vendors who had booths there! I bought signs, software, closing gifts, buyer kits — even a moving van! Yes, there's no end to the money which



a Realtor can spend on marketing and on improving his (or her) skill-set.

There were also several educational mini-classes, where I could learn such things as maximizing the effectiveness of my Internet presence for my listings. One of the most popular sessions was one in which experienced and highly successful agents spoke and answered questions about how they became so successful.

I never cease to be impressed by what's possible when it comes to improving my business, marketing my listings, and serving my clients. It keeps real estate "alive" for me.

### Mortgage Update

By Jean Rowe, 303-601-4035  
Clarion Mortgage Capital  
"Keeping Your Interest at Heart"

Last Friday brought increases in mortgage interest rates as bonds dropped precipitously in response to the release of non-farm payroll figure gains for March which surpassed expectations. This gave an enormous boost in confidence in the strength of the labor market. Stocks rallied.

Yet it is still a great time to consider a mortgage. Rates were so low prior to the increase that a 30-year fixed-rate mortgage for a loan of at least \$200,000 but under \$333,700 was still only 5.75% (APR 5.856%), and the rate for a 5/1 ARM with the same scenario was at 4.375% (APR 4.967%).

Call me if you'd like to discuss your real estate financing options.

## This Week's Featured Listing

### 2-Acre Horse Property Near Golden



I loved this home from the first moment I saw it! Perhaps it reminded me of my childhood, growing up in New England around horses. Not only is this property approved for horses, but it is surrounded by other horse properties, and — truth be told — I like the smell of horses and stables! Call me crazy, but please call me... and let me show you this superb home. You'll like the main floor master, with its great master bath and walk-in closet. Your children will love the second floor with one bedroom at each end and a play loft in between. And you'll all love the country-style eat-in kitchen. And, oh yes, your horse(s) will love the acre and a half of pastures & corrals! Take a virtual tour of this home at its website, [www.845OrionSt.com](http://www.845OrionSt.com). Then call me to see it in person!



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