

Advice on Selecting Best Agent to List Your Home

By JIM SMITH
Jefferson County Realtor®

How do you select the best Realtor to list your home? My first advice is to choose one who specializes in your neighborhood, or at least knows it well. It also helps if the agent (or a member of his team) lives nearby so that he or she can respond quickly to sign calls and can replenish the brochure box when it's empty.



Study who's listing homes in your neighborhood and see how those agents compare in terms of their marketing efforts and expenditures. The single most common complaint sellers voice about their listing agents is that "They put the listing on the MLS and waited for another agent to bring a buyer." Take the time *before signing a listing agreement* to see how an agent markets his listings so you won't have that same complaint.

Ask for the addresses of his (or her) current listings and drive past them. Are the homes presented well? Is the sign installed well? Is there a brochure box, and, if so, does it have brochures in it and are they attractive? Would you like to have your house presented this way? Ask for the names of **past** sellers and call them for references.

Since over 70% of buyers begin their home search on the Internet, not with an agent, what kind of Internet marketing does this agent give his listings? Does he invest in a "virtual tour"? Does he upload both exterior and interior photos to the MLS? *Statistical studies have clearly proven that listings with multiple photos and virtual tours sell faster than homes without.*

It's great when a Realtor has his own website, but the single biggest Internet site is **Realtor.com**, which is owned by the National Association of Realtors. All MLS listings automatically appear in *stripped down form* on this site. It is up to the individual Realtor to upload photos to this website, and, by paying a fee, Realtors can greatly enhance their listings there. See which local agents are doing the best job of this by searching on **Realtor.com** for your ZIP code(s).

When searching on **Realtor.com** notice the four "**Featured Homes**" which appear on the top left of each search results page. Realtors are able to purchase these slots by ZIP code, which greatly increases the number of hits for listings which appear there. A Realtor who makes this kind of investment in **Realtor.com** probably makes other investments in marketing and will likely market your house well, too..

Next week: Advice on selecting a buyer's agent.

Mortgage Update

By Jean Rowe, 303-601-4035

At this Monday morning writing, stocks continue to be up after a strong finish last week. Bonds are up slightly. Mortgage rates remain low.

Mortgage rates as of 3/07/05:

(Certain criteria apply.)

3/1 Interest-only ARM: 4.625%
(APR 5.803%)

30 year fixed rate: 5.5% (APR 5.632%)

5/1 ARM (fixed for 5 years): 5%
(APR 5.710%)

Got debt? A cash-out refinance could help you pay those bills. Take advantage of these great rates! Call me at 303-601-4035.

This Week's Featured Listing

Fantastic Beverly Heights Home

Priced at **\$409,000**, this bi-level home under the "M" in Golden's Beverly Heights neighborhood has been beautifully maintained and updated by its owners, who are reluctantly selling it to be closer to their grandkids.

In addition to the **covered front deck** (great for summer breakfasts with its valley and mountain views!), there's a **redwood deck** on the back of the house which overlooks Lookout Mountain and South Table Mountain.



1925 Foothills Rd, Golden

This house has **5 bedrooms & 3 baths** — a master bedroom plus two bedrooms on the main floor and two additional bedrooms plus a huge family room in the lower walk-out level. For a virtual tour of this home and its many features, visit www.1925Foothills.com or call for a showing! *Open this Sat. 1-4 p.m.*



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