

# *Joan Parma*

***Listing Tips  
for  
Selling Your House  
for All It's Worth***



**RE/MAX<sup>®</sup>**

**Joan Parma and Team**

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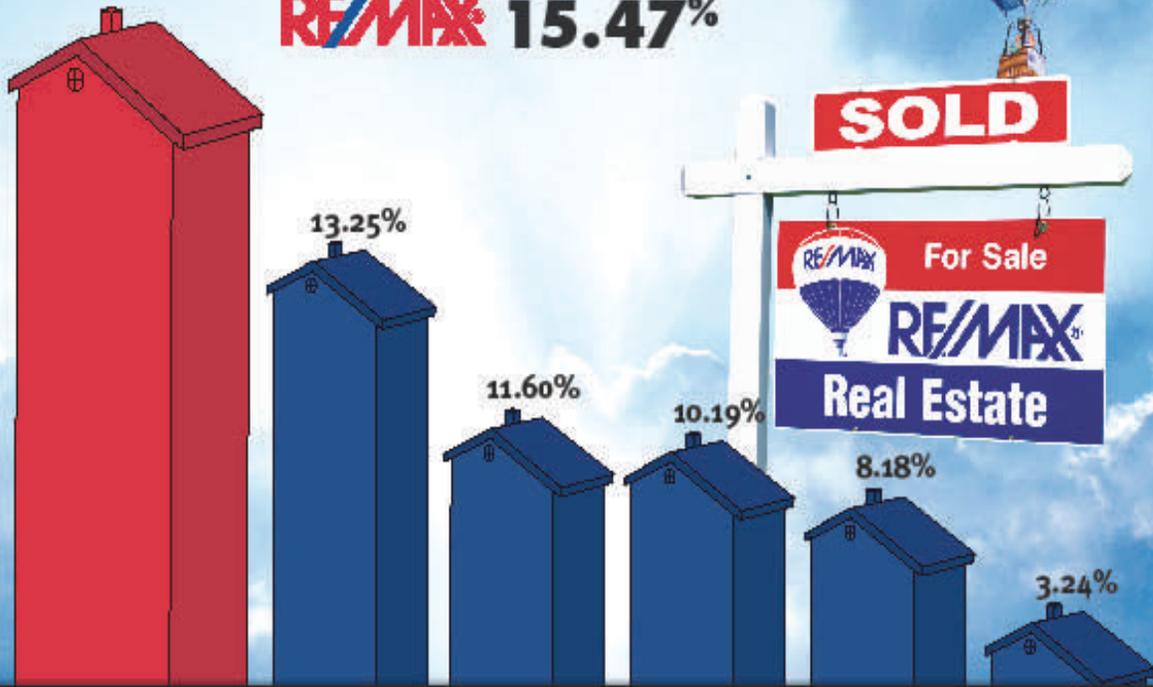
IN THE DALLAS AREA,

# RE/MAX®

PREMIER MARKET PRESENCE



RE/MAX 15.47%



RE/MAX®

Keller  
Williams

Coldwell  
Banker

Ebby  
Halliday

Century 21

Prudential

## LISTING SIDE UNITS SOLD

Based on data compiled from all Single Family residential properties sold in the Dallas Area (Areas 1-55) which were reported by the NTRIS MLS for the period from January 1, 2008 through December 31, 2008. These statistics represent the "Sold" Single Family Detached Residential Listing of all office locations and independent offices of each multi-office or franchise or franchise organization identified, which listings were sold by such organization, according to the publications of the Multiple Listing Service for Residential Properties (existing and new) in the NTRIS MLS areas for the time period indicated. Note: This representation is based in whole or in part on data supplied by NTRIS MLS. Neither the Association nor its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Association or its MLS may not reflect all real estate activity in the market. Each RE/MAX office is independently owned and operated.

FOR THE MOST LISTINGS, VISIT

[www.remaxtexas.com](http://www.remaxtexas.com)

*No one knows  
your house like you!!*

**In an effort to better market your house, we would like a list of all the updates and major repairs.**

**Please list all with dates they were completed:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**And, also, any special features of the house:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**If you need more space, please feel free to turn this page over and continue on the back.**

# PLAN OF ACTION

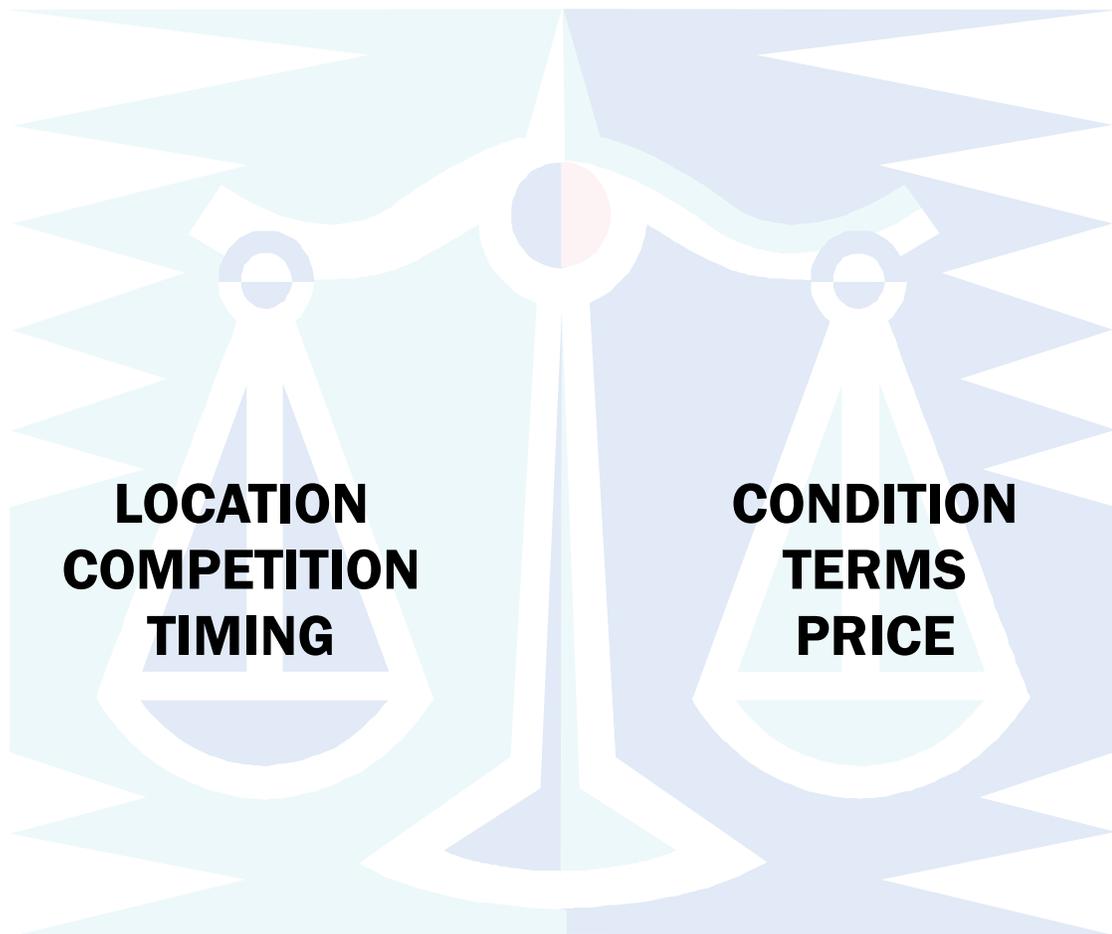
*GOAL: To sell your house in the least amount of time, as close as possible to list price*

- Prepare **Comparative Market Analysis** detailing properties **SOLD** in the previous six months and comparable properties currently listed.
- In depth analysis in determining **Fair Market Value** by reviewing supply and demand, seasonal markets, mortgage market, conditions, political actions, location, location, location.
- **Direct Marketing Promotion** to TOP Producers in your market area. Networking and personal contact is very important in “**Selling**” my listings to other realtors—**94%** of sales come from the Realtor Market!
- **Professionally “Stage”** your house to facilitate a quicker sale! Staged houses will usually sell for more money and in a quicker amount of time.
- **Custom design** a picture brochure showcasing your home.
- Present a copy of your Multiple Listing to you for input and approval.
- **Communicate** with you **weekly** to share and review feedback from the agents who have shown your house.
- Suggest, Advise and Update you as to any changes to make to your house to make it more marketable to the buyer.
- Provide direct access for you to review your showing appointments and agent feedback on-line— via our showing reservation web site, **CSS**.
- Pre-qualify buyers and screen “lookers”.
- Monitor area listings and sales activities to maintain a competitive position.
- **Negotiate** the sales contract and addenda while representing your best interests.
- Manage all follow-up and keep you informed after the contract has been accepted, including mortgage processing, title work, repair issues, and other closing procedures.
- Coordinate all the closing parties and accompany you to closing to assure a **successful sale**.

*Remember, I make house calls!*

# *Focusing on Results*

**The proper balance of these factors  
will expedite your sale.**



**SOLD!**

# *Marketing your house . . .*



what you can do to get from here . . .

- **Complete all repairs and cleaning**
- **“Stage” your house to be appealing**
- **Secure valuables (also prescriptions)**
- **Keep marketing information available for prospective buyers**
- **Call me when your supply of marketing flyers is getting low**
- **Leave premises whenever there is a showing**
- **Call me with any questions**

to here!



# PRE-INSPECTIONS

*Inspections and potential repairs are the leading reasons sales don't close. Typically, buyers have a certain number of days (the Option Period) in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections. Consider a pre-inspection!*

**Here's your house, as seen by:**



YOU, THE SELLER



THE BUYER



THE INSPECTOR

**Save Yourself Time, Money and Disappointment —  
Do Any Deferred Maintenance Now!**

## *Staging Works!*

**Houses that are prepared inside and out for the sale will sell more quickly and/or for more money. Staging will immediately give your property a marketing edge in any market. I can recommend a professional stager if necessary.**

**Here is a list of things you may do on your own to get your home ready for the SOLD sign.**

### **Exterior**

- **Make sure the drive-up says, “Look at me!”**
- **Mow the lawn, edge the driveway and walkways. Trim trees and shrubs. Weed the beds and lawn.**
- **Plant fresh seasonal plants to add color.**
- **Pot of colorful flowers at front door add warmth.**
- **Clean the front door and replace door mat with a new welcome mat that is clean and fresh.**
- **Paint the front door and add a kick plate if necessary.**
- **Unclutter the front porch. Inspect the front porch swing, hinges, cushions and wood. Clean all lawn furniture.**
- **Inspect the roof for any damage and repair if needed.**
- **Paint (or touch up) exterior paint, and repair screens and windows.**
- **Tour the exterior of house and grounds, and take care of any needed seasonal maintenance.**

## **Interior:**

- **De-clutter the house and garage.**
- **Remove excess furniture.**
- **Clear out closets.**
- **Vacuum/clean carpets, rugs and drapes.**
- **Wash windows in and out.**
- **Clean light fixtures and change/replace light bulbs to higher voltage.**
- **Inspect baseboards then clean, caulk and paint if necessary.**
- **Clean the silk flowers; use a seasonal arrangement.**
- **Clean and inspect the lampshades.**
- **Clean all mirrors.**
- **Remove stacks—NO STACKS OF ANYTHING.**
- **Inspect and clean the fireplace screen/doors. Repair as needed.**
- **Wash and clean all the live plants. Clean out the drip saucers.**
- **Clean the TV screen.**
- **Move all furniture and vacuum beneath.**
- **Inspect and clean/replace air vents and filters.**
- **Clean off all knobs, light switches and electrical outlets; replace any that are in disrepair.**
- **Polish all metal fixtures.**
- **Remove all bathroom clutter from the vanity and sink areas.**
- **Clean and replace shower curtain if necessary.**
- **Clean all bathroom fixtures, toilet bowl, shower and sink. Caulk tile as needed.**
- **Clean and organize kitchen pantry and cabinets.**
- **Clean all kitchen appliances inside and out.**
- **Remove as much as possible from the counters in the kitchen.**
- **Replace all broken tiles on the walls and floors. Re-paste loose or dangling wall paper.**
- **Check out children's rooms and closets. Store or trash any unnecessary toys and clothes.**
- **Re-organize the garage; remove all CLUTTER and consolidate all storage items.**
- **Make the beds, and keep all clothes out of sight.**
- **Turn off all blaring phonographs, stereos and televisions while the house is being shown. Soft music is more desirable.**

*Want to sell your house?*

*Less is definitely more!*

- **Reduce clutter—that goes for those treasured family photos and mementos, too. Besides adding a spacious feel to the rooms, pared down surroundings can help potential buyers better envision themselves and their family photos in the house.**
- **Pack away special collections, and a few pieces of furniture while you're at it. This will help buyers to better see where their furniture will fit.**
- **Don't forget to keep the house clean every minute it is on the market. This does take great effort, but the buyer may need to see it in the next seven minutes, and you'll want to be prepared.**

*Don't have the money or time to do the needed staging and repairs?*

**Then, price the property to allow the buyer to do the needed repairs and maintenance. If the property is old and has been neglected for a long period of time, it may be a candidate for purchase by an investor to repair and update, then turn for a profit.**

*Remember . . .*

**Leave the property while it is being shown. If that is impossible, stay away from the buyers and their agent. Allow them to view the property on their own and have their own private discussion. Do not engage in conversation or discuss price or anything that could possibility hurt the sale of the property or value you may receive—leave those conversations to the professionals.**

# Joan Parma

## *How fast will your house sell?*

The following list is designed to help you analyze your home's marketability

1. Is the yard being mowed at least once a week?	Yes	No	N/A
2. Is yard clean of clutter?	Yes	No	N/A
3. Are sidewalks edged and hedges trimmed weekly?	Yes	No	N/A
4. Are beds weeded and blooming flowers visible for the season?	Yes	No	N/A
5. Is front door bright, clean and inviting?	Yes	No	N/A
6. Does front door lock open easily with a key?	Yes	No	N/A
7. Is doorbell in place and functioning properly?	Yes	No	N/A
8. Are switch and wall plug plates clean and in place?	Yes	No	N/A
9. Have tubs/showers been scrubbed and freshly caulked?	Yes	No	N/A
10. Have all leaky faucets been repaired?	Yes	No	N/A
11. Is exterior freshly painted?	Yes	No	N/A
12. Is interior freshly painted with neutral colors?	Yes	No	N/A
13. Is wallpaper updated?	Yes	No	N/A
14. Is carpet spotless and in good condition?	Yes	No	N/A
15. Have all holes and cracks in interior walls been fixed?	Yes	No	N/A
16. Do interior cabinetry, doors and trim look like new?	Yes	No	N/A
17. Are all windows sparkling clean with screens in place?	Yes	No	N/A
18. Have unnecessary articles been boxed neatly in storage areas?	Yes	No	N/A
19. Have all closets been cleaned and organized?	Yes	No	N/A
20. Are all beds made daily?	Yes	No	N/A
21. Are all dirty dishes washed daily or put in dishwasher?	Yes	No	N/A
22. Is the kitchen sparkling clean and spotless?	Yes	No	N/A
23. Is the house free of pet, smoking or food odors?	Yes	No	N/A
24. Do all appliances, plumbing, and HVAC systems function properly?	Yes	No	N/A
25. Have all burned out light bulbs been replaced?	Yes	No	N/A
26. Are door handles and shower handles tight and functioning?	Yes	No	N/A
27. Do all doors open and close easily without sticking or creaking?	Yes	No	N/A
28. Are bathroom fixtures clean with chrome sparkling?	Yes	No	N/A
29. Is the swimming pool/spa sparkling clean?	Yes	No	N/A
30. Has the garage been cleaned and organized?	Yes	No	N/A

# Working Exclusively by Referral to better serve YOU

Many Real Estate Agents spend a huge chunk of their time prospecting for new business-doing things like cold-calling, door knocking, advertising, sending direct mail, etc. . .

I don't do any of that. I devote myself to serving the needs of my clients before, during, and after each transaction. How can I do this? It is because my clients constantly pass my name along to their friends and acquaintances.

I ask you to do the same. When you run into people who are thinking about selling their house, or buying a new home - people with an appreciation for superior real estate service -- please pass my name and number along to these people.

You see, as long as you and my other clients keep referring me to others, I don't have to go out prospecting like everyone else, and I can do an even better job working for you.

I build lifetime relationships, one house at a time. I am not looking at just one sale to you. I want you to consider me as your real estate professional for life -- for you, and for your circle of friends.

**Remember, I make house calls!**

(Do you have friends or relatives that I should contact? Call me at 214-801-1034, and I will get right back to them).

*Joan*

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# DISCLOSURE

The truth, the whole truth -  
nothing but the truth!



The idea of disclosure is simple - tell prospective buyers what you know about a property. In practice, though, things can sometimes get a little more complicated. The seller has a **RESPONSIBILITY** and an **OBLIGATION** to disclose everything known about the property. *People have been SUED for not properly disclosing all information properly.*

**Attached is a Seller's Disclosure Notice  
for you to use in practice.**

**If you have any questions, please call me to discuss.**

*Joan Parma*

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