

Sept/Oct 2009



**Need Professional  
Property Management  
For Your Clients?**

**The Worth Ross  
Management Co., Inc.  
Three ★ Star  
Commitment To You**

- ★ Free, no obligation, rental estimates for you and/or your client when needed
- ★ We will provide professional Property Management Services for your clients, (see our services on page 2) & pay a referral fee
- ★ When it's time for your client to sell, we will not compete for your client in the sales market

**Call Us Today!**

**Worth Ross  
Management Co. Inc.**

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www.worthross.com**

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### **Our Services**

Area management specialists  
Rental marketing  
Tenant screening  
Prompt rent collection  
Communication with clients  
Monthly statements  
Equal Opportunity Housing  
Professional documentation  
Reliable maintenance vendors  
Members/industry organizations

### **TIME TO PRIME THE PUMP**

A very successful real estate agent recently relayed that she had been lamenting her sales production because of the recession. The sales market was the worst she had experienced in her ten-year career – her listings were not selling and finding buyers who could qualify was equally difficult. Even though she was working harder than ever, she was producing less and less – her monthly income had dropped significantly. She felt that she was working for nothing. This agent even investigated changing to another occupation because she was becoming so discouraged.

A week or so later, the same agent had a remarkable change of attitude. Asked why this was, she replied, "It's just time to prime the pump." She then relayed that she had been feeling really discouraged until she realized that this bad economy would eventually pass and sales would improve.

Not wanting to pursue a completely new career and abandon her reputation and past work, she decided that she would simply use the time to work her prospects for future sales. Although her income would be less than normal, she decided she could make a reasonable living in the interim and would have to adjust her lifestyle. This agent is determined to see the market through saying, "I have too many years invested in my clientele and listing area to abandon them, allowing someone else to gain from my hard work. Furthermore, I will work with my clients in whatever way is needed to help them until they are able to sell."

As you know, it is easy to sell in the good times. Every bad sales market

weeds out agents who cannot work through the difficulties. If you are having the same problems with sales production and income, perhaps you need to think about how to "prime the pump" for the future and let the market clear out your competition.

If you have listings that will not sell, but the owners must still move out of the property, it may be time to look at other alternatives. Work with them to see if renting the property will help solve their interim dilemma. This also means having a successful "property management experience" until they can sell the property. Guiding them to a professional management company can mean a successful sale in the future for you and possibly other referrals leading to more sales.

We have the Property Management solutions for your clients, so you can continue to devote your time to your sales and future prospects. Have your clients contact us to see if renting their property is a viable solution. We will provide an honest rental market evaluation for their property with no obligation to use our services. It is important to us that they receive a professional evaluation and avoid a self-management situation that will only end in disaster. This will only backfire on future business with you if you have recommended that they rent the property.

We will provide your clientele with professional property management. In addition, we will assure you that we will not compete in selling their property. Call us for professional Property Management services.

**WORTH ROSS MANAGEMENT CO., INC., PROPERTY MANAGEMENT AT ITS BEST  
WE PAY YOU REFERRALS AND YOU KEEP YOUR CLIENT!**

Worth Ross specializes in residential property management in the greater Dallas area. We have years of experience in single family homes, duplexes, triplexes, fourplexes and apartments. A full-service Property Management company, we pride ourselves on “*Professional Property Management*” and attention to our clientele. In our commitment to landlords that we constantly update within our company regarding legislation, rental market trends, maintenance issues, and have a commitment to keep our clients “informed.” The Worth Ross staff are proud members of NARPM®, the National Association of Residential Property Managers and NAR®, and the Greater Dallas Association of Realtors. Memberships in these organizations keep us in tune with all markets, which means greater assistance to landlords and real estate agents.

To you, the professional Real Estate Agent, we make a **commitment** to serve your client and guarantee that when they are ready to sell, we will NOT compete for your sales business. You Lease, we Manage, and **send you a referral fee** - or - we Lease, we Manage, and **send you a referral fee for both**. You decide, but when the owner wants sales comps or tells us their thinking about selling, **we will send your client back to you**.



3710 Rawlins Suite 850  
Dallas, Texas 75219

**\$\$ We Pay Referrals \$\$**



This newsletter is intended to be a service to you; if you wish to be removed from our mailing list, please call (214) 522-9100

**WORTH ROSS & ASSOCIATES, “THE” PROPERTY MANAGEMENT EXPERTS**

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