

LEADING WOMEN IN BUSINESS ■ THE METROPLEX



EXPERIENCE COUNTS!

Dallas RE/MAX duo provides exceptional service and smart strategies.

Stephenie Barker has worked in the real estate industry for 21 years. With such tenure comes experience that is of immeasurable benefit to the clients she and her partner, daughter Christina Parker, work with every day.

“I’ve worked with buyers, sellers, and investors. I’ve worked on the administrative side as an office manager. I’ve been an instructor and created course materials still used today in RE/MAX training, and I have taught continuing education courses around the Metroplex and at RE/MAX conventions,” says Barker, team leader of the Barker Parker Team at RE/MAX Performance Group. “Because of all that experience, my team is best positioned to provide service that exceeds client expectations. As a business built on referrals and repeat business, exceeding expectations is a must!”

Sellers’ Edge

Solid, time-tested strategies that ensure clients succeed in achieving their goals are critical for Barker and Parker, who work with sellers and buyers, respectively.

Knowing how to price a home accurately and make it stand out are the top skills an agent needs to represent sellers effectively, according to Barker. She also believes in transparency and works through her valuation process with each client, taking the time to explain historical sales data, project future trends, and emphasize the importance of comps. It’s easier, she suggests, for clients to understand what price the market will support when they have all of the facts in front of them.

From there, Barker encourages clients to get their homes in “selling” shape—model-home condition, she says. Pricing and curb appeal, along with RE/MAX’s unparalleled marketing platforms, are key to selling quickly and for top-of-the-market value.

Buyers’ Advantage

Parker’s process as a buyer’s specialist is also heavy on education. She is thorough in explaining to her buyers all the forms, timelines,

expectations, and deadlines. She goes above and beyond and takes on as much of the process as possible, even matters outside of the transaction itself: arranging for contractor bids, pool sketches, or any other projects her clients want to tackle after closing.

But before any of that happens, the buyer’s offer needs to be accepted. “I always perform a thorough market analysis of the desired property, and together, my clients and I will decide on a strategic offer and sort through negotiations,” Parker explains. “I stay one step ahead, anticipating worst case scenarios, and I always have a Plan B.”

Through out-of-the-box strategies, Parker can get every buyer into the perfect home regardless of low inventory. “One tactic in tight markets is to inform residents we have an interested buyer and ask if they have been considering selling,” Parker says. “When we have a match—and we have had quite a few—our client is in a situation without competition or multiple offers. The sellers are relieved they don’t have to prepare or go through showings. It is truly a win-win situation.”

More examples of how Barker and Parker go above and beyond for their clients include professional staging and photos to present the best first impression, along with being ready to help with all logistics like airport runs, moving arrangements, last-minute repairs, and other services available through their robust directory of business partners.

“A real estate transaction is the largest financial investment most people make in their lifetime,” Barker concludes. “And even after 21 years, we thoroughly enjoy helping our clients achieve their real estate goals of selling or buying their next dream home.”



Christina Parker and Stephenie Barker

**“The Barker Parker Team
always provides services that
exceed client expectations.”**



RE/MAX
PERFORMANCE GROUP
Character | Service | Expertise