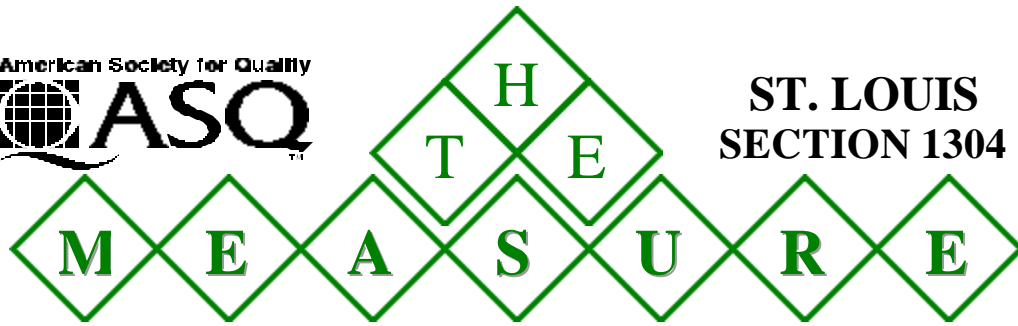




**ST. LOUIS  
SECTION 1304**



**March 2002**

We're on the Web! Please visit us at <http://www.asq-stl.org>

**MISSION STATEMENT:** To facilitate continuous improvement and increased customer satisfaction by identifying, communicating, and promoting the use of quality principles, concepts, and technology, and thereby be recognized throughout the St. Louis Bi-State region as the leading authority on and champion for quality.

### **March Membership Meeting**

Tuesday, March 19, 2002

#### **Location: Schneithorst's Restaurant**

1600 S Lindbergh Blvd at Clayton, Saint Louis, MO 63124  
(314) 993-4100

### **Quality in Software Development by Nancy Heinsz**

**5:30 – 6:00 pm** Registration & Social

**6:00 – 7:00 pm** Quality in Software Development by Nancy Heinsz of The Boeing Company

**7:00 – 8:00 pm** Dinner & Section Business

**8:00 – 9:00 pm** Quality in Software Development by Nancy Heinsz of The Boeing Company continued

**Cost is \$17 for Members and Guests; \$7 for Members between jobs and Students**

Please register by Friday, March 15, 2002 by calling the Engineers' Club of St. Louis at (314) 533-9333, sending a fax to (314) 533-9336, or an e-mail to [kurt.krispin@engineersclub.net](mailto:kurt.krispin@engineersclub.net). Thank you.

#### Map to Schneithorst's Restaurant

1600 S Lindbergh Blvd at Clayton, Saint Louis, MO 63124  
(314) 993-4100



#### **Meeting Overview**

Experiencing Process Improvement  
This presentation is applicable to any process. The concept of process improvement is explored using experiential learning, imagery, and storytelling. These approaches are used to demonstrate benefits of requirements management, project planning, project tracking and oversight, subcontract management, quality assurance, and configuration management. These six "best practices" are also the Software Capability Maturity Model® Level 2 Key Process Areas.

# Spring Conference 2002

The Spring Conference will be **Wednesday, April 24, 2002 at The AAIM Training Center, 5700 Lindbergh, Sunset Hills, MO**. It will be an all-day tutorial, three to choose from:

## **The “Six Sigma Side” of SPC in Service Organizations** presented by Jim Duarte

Are you tired of being told that measuring widgets is the same as evaluating patient care, processing paperwork, or handling telephone calls? In this Six Sigma compatible tutorial, you will deal with the myth that "all data are alike" and remove the confusion of applying SPC to service activities. You will work through exercises from health care, financial institutions, and insurance companies using commonly available computer software. You will discover what to measure; identify the key performance indicators in your systems; and understand how critical it is to identify the cycles of your processes to ensure accurate results for critical decision-making. (A calculator is recommended.)

## **Transition to ISO 9000:2000** presented by Loree Rowe

Explore the opportunities the newly released standard opens. The workshop will provide a practical review of the standard and participation in a lively exploration of the trouble spots and/or open opportunities for compliance to the new standard.

Have you asked yourself or others the following?

How do the Quality Management Principles of Customer Focus, Leadership, Involvement of people, Process Approach, System approach to management, Continual improvement, Factual approach to decision making, and Mutually beneficial supplier relationships apply? What opportunities relate for my organization? How does the model of a process-based quality management system apply? How do the processes of Continual improvement of the quality management system, Management responsibility, Resource management, Product realization, and Measurement, analysis, and improvement relate for my organization? How can the Transition to ISO 9000:2000 and compliance to the new standard work smoothly for my organization?

Come explore these questions and share answers and experiences in this workshop.

## **Lean Manufacturing** presented by Mike Schneider

Speaker Biography: Michael T. Schneider is the 2001 recipient of the St. Louis section's Waldo A. Vezeau Award for Technical Achievement. Mike is a Senior member of ASQ and has been certified as a Quality Engineer since 1974. His employer, Boeing, recently awarded him the prestigious title of Associate Technical Fellow. He has taught continuing program courses on Statistical Process Control, Design of Experiments, and Design for Manufacturability and Assembly to Boeing and supplier employees for many years. He has spent 17 years as a part-time faculty member in the St. Louis Community College Quality Technology program, and has presented several workshops for Washington University and the University of Missouri at Rolla. He serves on the Quality Technology Advisory Committee for St. Louis Community College at Florissant Valley. At Boeing, Mike works in the area of Supplier Development and focuses on Lean initiatives to improve cost, quality and production processes.

Lean Manufacturing:

- \* Provides a company with an enterprise view of a product line.
- \* Focuses on flow and makes the sources of waste visible.
- \* Allows us to strategically utilize process improvement tools to improve the flow of the entire value stream.

This tutorial will be a mix of lectures, videos, discussions, and hands on demonstrations that will illustrate the techniques and potential benefits of a lean manufacturing approach.

Please fill in the Registration form and return at your earliest convenience. Thank you.

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## Registration Form – ASQ St. Louis Section 1304 56<sup>th</sup> Spring Conference

Phone, FAX or E-Mail your information (only  
MasterCard or Visa accepted via this method), or Mail  
Completed Registration form, with \*Check or Credit  
Card Information to  
Brenda Niccum; Project Leader, Statistics;  
Anheuser-Busch, Inc.; One Busch Place, 156-1;  
St. Louis, MO 63118

### Four ways to Register

BY PHONE: (314) 577-7175  
BY FAX: 314-577-7062  
BY E-MAIL: [brenda.niccum@anheuser-busch.com](mailto:brenda.niccum@anheuser-busch.com)  
BY MAIL: Brenda Niccum  
Project Leader, Statistics  
Anheuser-Busch, Inc.  
One Busch Place, 156-1  
St. Louis, MO 63118

Name(s): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

ASQ Member:  Yes  No Member #: \_\_\_\_\_

Number attending: \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_

If paying by Check, Check #: \_\_\_\_\_

If paying by Credit Card

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  MC  Visa

Creditor's Address (including City, State, Zip):

**\* Please make checks payable to ASQ Section 1304**

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Please choose the session you plan to attend:

- 6σ SPC in Service Organizations
- ISO 9000:2000 Transition
- Lean Manufacturing

### Registration Fee

\$125.00 before Feb 15  
\$150.00 after Feb 15  
\$ 75.00 Students & Members  
Between Jobs

Fee includes continental breakfast, lunch  
and snacks; plus conference materials

## Employment Opportunities

Two websites worth scanning for employment opportunities: ASQNet: <http://www.asq.org/> and [www.stlouisbestjobs.com](http://www.stlouisbestjobs.com)

Posted	Position / Location	Description / Requirements / Contacts
Oct'01	Radiographer, NDT Technicians, Certified Weld Inspector, Sales and Marketing, NDT Instructor.	<p><b>Quality Testing Services, Inc. offers a variety of services including Agriculture, Aerospace, Marine, Pharmaceutical, Nuclear, Defense and many others. Quality Testing Services, Inc is a fast growing company that will require personnel with varying levels of experience. We offer excellent benefits that include health insurance, holidays, vacation, tuition reimbursement, and a retirement plan. We also offer technical training to our employees. QTS has both part time and full time positions available. Contact: Justin Lehmann, Quality Testing Services, Inc., 4003 Fee Fee Rd., Bridgeton, MO 63044 (314) 770-0607 (314) 770-0103 (fax)</b></p> <p><b>Radiographer:</b> Full time position. Candidate should have at least 1500 hours of actual hands on gamma radiography experience. Work is mostly local to the St. Louis area and requires some overtime.</p> <p><b>General NDT technicians:</b> Full and part time. Level I and II - UT, ET, PT, MT, RT, and VT. Work is mostly local to the St. Louis area.</p> <p><b>Certified Weld Inspectors (CWI):</b> Contract Position with the possibility of becoming Full time. Work is mostly local to the St. Louis area and requires some overtime.</p> <p><b>Sales and Marketing Person:</b> Full time position. We need an aggressive, self-motivated, individual to manage our Sales/Marketing department. The ideal candidate should have an industrial applications background and some knowledge of nondestructive testing.</p> <p><b>Instructor - Nondestructive Testing Courses:</b> Full and part time. Must have ASNT Level III certifications in multiple methods. A college degree is preferred and actual hands-on experience is a must. This position will require some short periods of travel.</p>
Nov'01	Customer Service Management	<p>Transentric (formerly known as Union Pacific Technologies) - an e-commerce enabled supply chain improvement company, which has customized hundreds of applications in a variety of computing environments to serve global, mixed-mode supply chains. This position will lead and manage the activities of the core Shipment Management Solutions (SMS) product line. SMS provides an integrated software/service delivery capability based on the collection and management of information about product and equipment in supply chain operations. Operations provides 24 hour, 7 day a week outsourced transportation logistics services for 150+ accounts. This role partners with the Marketing, Sales, and Technical Development organizations to implement solutions for our customers.</p> <p>The successful candidate will have 5+ years in a supervisory capacity, specifically in a customer service center or an environment with heavy customer interaction. A strong background in transportation, distribution, logistics, and / or supply chain management is essential. Well developed skills in the areas of training, leadership, problem solving, and negotiation are necessary to the success of this position. Bachelor's degree required, Master's degree preferred.</p> <p>Contact <a href="mailto:KECK@TRANSETRIC.COM">KECK@TRANSETRIC.COM</a> for more information.</p>

More opportunities posted on the next page!

Posted	Position / Location	Description / Requirements / Contacts
Dec'01	SAP Lead Auditor St. Louis, MO \$60-70,000	<p>SAP implementation or functional audit skills (comparable financial software will be considered), advanced knowledge of manual and automated systems of internal control, working knowledge of general systems controls, minimum 8 years of broad, diversified experience in public accounting and/or internal audit, strong leadership and interpersonal skills, willing to travel 20-40 %. Assists in hiring and developing internal audit staff. Reports directly to the Director of Internal Auditing.</p> <p>Contact: Nick Stahr Phone: 314-434-8443 <b>Email: <a href="mailto:nick@thesearchprofessionals.com">nick@thesearchprofessionals.com</a></b></p>
Feb'02	Quality Assurance Specialist Aerospace - St. Louis, MO	<p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>· Developing processes, systems, equipment, and</li> <li>· Providing Quality System design and analysis review</li> <li>· Supplier quality and statistical process control.</li> <li>· Testing and approving products, processes, software, equipment and measurement systems.</li> <li>· Participating in design and product reviews on cross-functional teams to ensure that producibility, inspect ability, reliability, safety, Quality System integrity, and business process management objectives are met.</li> <li>· Providing technical expertise to company employees, suppliers, customers, and regulatory agencies to ensure compliance with contractual, company, and regulatory requirements.</li> </ul> <p>Requirements include:</p> <ul style="list-style-type: none"> <li>· Three to five years of quality control experience, preferably in an industrial manufacturing environment. Prefer CQE. Prefer experience in an ISO environment.</li> <li>· Knowledge of composites.</li> <li>· Ability to interact with a variety of professions and disciplines in a facilitation role.</li> <li>· Excellent oral and written presentation skills.</li> <li>· Strong computer skills.</li> <li>· BS degree or equivalent in engineering, manufacturing, or statistics.</li> </ul> <p>A competitive compensation and benefits package is available. Please respond to the executive search firm of Koppen &amp; Associates, LLC at: email: <a href="mailto:recruit@koppenllc.com">recruit@koppenllc.com</a>; mail: Koppen &amp; Associates, LLC at 8025 Forsyth Blvd., St. Louis, MO 63105. EOE * Job Reference Code: GKN 178 * When attaching a resume, it MUST be in MS Word Format</p>
Feb' 02	Tracker Marine Supplier Quality Development Engineer	<p>Tracker Marine is a market leader and innovator in the boat manufacturing industries in which we compete. This new position is an excellent opportunity for individuals who have a 4 year or 2 year engineering or science degree. 5 or more years quality engineering experience with a consumer durable goods multi-plant manufacturer is required. CQE or CQA is preferred.</p> <p>Responsibilities: This person will review current suppliers, and work with plants to identify and resolve issues; manage supply base rating system, and promote use of statistical process control by suppliers to assure continuous improvement. Training and JIT experience is desirable. To learn more, send resume via fax (417-873-4734), e-mail/or complete online application <a href="mailto:jobs@trackermarine.com">jobs@trackermarine.com</a>, mail (Tracker Marine, Att: Professional Staffing-ASQ ), 2500 E. Kearney, Springfield, MO 65803</p>

**More opportunities posted on the next page!**

Posted	Position / Location	Description / Requirements / Contacts
Feb'02	Quality Manager Quality Engineer Maintenance Manager (not shown)	<p><b>Quality Manager</b> for a Large US Manufacturer This position is located in MO. 500,000 sq ft plant, less than a year old. Climate controlled. <u>Requirements:</u> 4 year degree. Min of 6 years Manager experience in large tier 1 operation. Skilled in APQP and all QS 9000 activities. Hands on Managerial style-Proven in department/team building Excellent communication skills. Decorative plastic experience a big plus (injection Molding). Paying \$65k to \$70K</p> <p><b>Quality Engineer</b> for a World Wide Corporation (80 plants operating in 25 countries). Plant located in West KY Tier 1 automotive assembly plant, excellent benefits, relocation package, and realistic growth potential. <u>Requirements:</u> Four year degree Min of 6 years quality experience as a QE Skilled in all QS 9000 activities, APQP. Experience in working with OEM's and suppliers. Good communication skills and work ethic. Salary \$50K to \$63K</p> <p><b>Quality Engineer</b> for a World Wide Corporation (11 billion dollar Corporation). Plant located in West Carolinas Tier 1 automotive plant, excellent benefits, relocation package, and realistic growth potential. <u>Requirements:</u> Four year degree Min of 5 years quality experience as a QE Skilled in all QS 9000 activities, APQP. Experience in working with OEM's and suppliers. Good communication skills and work ethic. Salary \$50K to \$60K</p> <p><b>Quality Engineer</b> for a large US Electronic Manufacturer Plant located in East Kentucky Excellent benefits, relocation package, and realistic growth potential. <u>Requirements:</u> Four-year degree Min of 3 years quality experience as a QE in Electronics. Skilled in all QS 9000 activities, APQP. Ability to trouble shoot, using test equipment. Experience in working with OEM's and suppliers. Good communication skills and work ethic. Salary \$45K to \$53K</p> <p>Mark Moore, President AMI Recruiting of South Carolina 803.425.8889 Office 803.425.8866 Fax amooreassoc@yahoo.com</p>

More opportunities posted on the next page!

Posted	Position / Location	Description / Requirements / Contacts
Feb'02	Quality Manager	<p>Baxter Healthcare Corporation is a leading health-care company and one of the world's foremost providers of critical therapies for people with life-threatening conditions. Our Technology <i>Resources</i> group assists Baxter divisions in designing and testing drugs, biologics and medical devices, developing manufacturing processes, providing program management and consulting services, including technology <i>sourcing</i> and <i>assessment</i>.</p> <p>The selected candidate will develop, implement, and maintain quality systems relating to 21 CFR820 (Quality System Regulation/Good Manufacturing Practices for Medical Devices) for the Engineering and IT department. The person will manage the Engineering internal/external assessment activities, perform supplier assessments, develop, revise and implement standard operating procedures, review documentation for compliance, identify training needs and develop/implement an on-going training program, and participate on teams to identify and assess regulatory and quality risks.</p> <p>Qualified candidates will possess a BS degree in a scientific or engineering discipline, Master's degree preferred. At least 5 years of direct quality operations experience in a pharmaceutical/medical device company. R&amp;QE experience is strongly desired. Three to five years supervisor or management experience. ASQ CQA, CQE or CQM certification desired. Thorough knowledge of Drug/Device/Biologicals GMPs GLPs and ISO 9000 standards required. Familiar with Computerized System Validation and Electronic Record Electronic Signature Requirements (21CFRPart1 1). Must have excellent written and oral communication skills, ability to manage multiple projects, and excellent interpersonal <i>skills</i>.</p> <p>As a global leader dedicated to building the best team in health care, Baxter offers competitive compensation and full benefits. For consideration, please forward your resume to: <b>Baxter Healthcare Corporation, Attn: HR/SD, Route 120 &amp; Wilson Rd. Round Lake, IL 60073. Fax: 847-270-5742.</b> Debbie_cffinger@baxter.com. Baxter is an Equal Opportunity Employer.</p>

## New Refresher Classes

There have been several new certification tests given by ASQ recently: Quality Improvement Associate Certification, Software Quality Engineer Certification, Quality Auditor Certification – HACCP, and Six Sigma Black Belt Certification

We currently do not offer refresher classes for these tests. If you would be interested in attending or teaching one of these refresher classes, please contact Kathy Brophy, [kmbrophy@ralcorp.com](mailto:kmbrophy@ralcorp.com).

Application Deadlines and Examination Dates:

CQE, CQA, CSQE, & CQIA Application Deadline is April 5, 2002 and Examination Date is June 1, 2002.

For more information about future examination dates, please visit our website: <http://www.asq-stl.org>.

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## 2001-2002 Programs for ASQ Meetings & Events

(Subject to Change)

9/18 – The “Six Sigma Side” of SPC in Service Organizations by Jim Duarte at Yacovelli’s Restaurant

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**\*10/15 (3<sup>rd</sup> Monday) – Oktoberfest:** Anheuser-Busch Quality Systems

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**\*11/27 (4<sup>th</sup> Tuesday)** – The Quality and Profitability Partnership by Charles Bruce of Emerson Electric and PSA of Quest Diagnostics by Joseph E. Devine, Ph. D., DABCC, CQA at St. Louis Community College

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12/18 – Presentation by Michael Abriatis of SupplierInsight at Favazza’s on The Hill

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1/15 – ISO Standard Review by Dr. Alice Beechner Reeves at The Columns Banquet Center in St. Charles.

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2/19 – Missouri Quality Award Winners Team Presentation: The Boeing Company – Preferred Supplier Certification Support Tool Team and SSM St. Joseph Health Center – Food Service Team

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3/19 – Boeing Software Development, Quality in Software by Nancy Heinsz at Schneithorst’s Restaurant

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4/16 - Special Presentation, Section Awards & Recognition Night at Dave & Busters

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**\*5/14 (2<sup>nd</sup> Tuesday) – SAP Quality Module Review**

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June (Date To Be Announced) – Joint Dinner meeting with other societies in Consortium for Supply Chain Management

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**Membership meetings, unless otherwise noted, are held on the 3<sup>rd</sup> Tuesday of the month; September through May. Plant Tours are sometimes substituted for a regular meeting. The price for Members and Guests to attend meetings is \$17, and for Members between jobs and Students it is \$7, unless otherwise noted.**

### **DO YOU HAVE ANY IDEAS FOR OUR PROGRAMS OR PLANT TOURS?**

Contact any of the ASQ St. Louis Section 1304 Board Members to let us know your suggestions.

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Would you like to know what other Organizations in the St. Louis area are doing? Now you can see other Organization’s calendars, including the ASQ calendar, on the web. Just go to

[www.slu.edu/centers/csems](http://www.slu.edu/centers/csems).

## **Recertification Points!!**

Now is the time to start planning ahead to earn recertification points by proctoring ASQ's Certification Tests.

Test Date: June 1

Tests: CQE/CQA/CSQE/CQIA

Test Site: Engineers Club

For more information, call Kathy Brophy at 314-877-7501 or email at [kmbrophy@ralcorp.com](mailto:kmbrophy@ralcorp.com).

## **PLEASE SEND PACKAGES THROUGH THE UNITED STATES POSTAL SERVICE ONLY!**

### **Do you have a Recertification Journal to turn in?**

Please mail your journals to:

**Ed Lanser**  
**17868 Suzanne Ridge Dr**  
**Wildwood, MO 63038-1471**

Please get your journals to Ed on schedule, as it is easier to do the journal than to retake the test. You should receive a confirmation letter within two weeks, if not please contact Ed. For more information on how to recertify please contact ASQ National in Milwaukee, WI. Their web site is: <http://www.asq.org/> and their phone number is 1-800-248-1946.

### **RECERTIFICATION JOURNAL CHECKLIST**

- ✓ Support material will not be returned so only send **COPIES** of your data, **DO NOT** send originals
- ✓ Support material should be organized by Recertification category
- ✓ **SIGN** the application and provide both work and home phone numbers in the areas provided
- ✓ If **TEACHING** is part of your regular job, you cannot take credit for that activity in both Instructor and Employment Recertification categories. Double dipping **NOT** allowed!
- ✓ If you are synchronizing certifications, make sure that you have enough RUs to cover all certifications
- ✓ Include a check payable to ASQ (this goes to National, NOT Section 1304)

Prices are as follows:

- ASQ Member, 1 Certification - \$30
- Non-ASQ Member, 1 Certification - \$50
- 2 or More Certificates, Member/Non-Member - \$50

## **ASQ & AQP Merger**

A CALL for local AQP members. Hello, are any Section 1304 ASQ members also local AQP members? WE WOULD LIKE TO CHAT WITH YOU!!!!

AQP, The Association for Quality and Participation, is an international not-for-profit membership association dedicated to improving workplaces through quality and participation practices. AQP improves institutions, both large and small, by changing the way companies view their work, their relationships, their organizational structures and their communications.

AQP is an affiliate of ASQ, also described as an entity of ASQ. In the St. Louis area an actual chapter of AQP does not exist. It appears the closest chapters to us physically are Kansas City and Iowa. The local ASQ Chapter Board would like to be contacted by local AQP members to generate some discussion regarding opportunities between AQP and ASQ members locally.

Please contact a local ASQ Board member (contact information on back of newsletter) if you are an ASQ member who is an AQP member. Feel free to contact us if you are not actually an AQP member but have information that would be useful for this request. Thanks in advance to all who respond; your assistance on this matter is appreciated.

# CERTIFICATION COURSES OFFERED

Registration fee for Courses is only \$300.00. All classes are held at St. Louis Community College – Florissant Valley, 3400 Pershall Road (specific room assignments will be made at a later date). To obtain a class registration form or for more information, call Kathy Brophy at 314-877-7501. Please make checks payable to **ASQ St. Louis Section 1304** and mail payment to: **Steve Howell, 226 Waterford Crossing Dr, O'Fallon, MO 63366-7119**. Classes will be canceled if less than 5 people register. For cancellation information please call Steve Howell at 314-577-9947. Examination fees are separate and must be paid by the application deadline to National ASQ. Applications and certification brochures may be obtained from the ASQ by calling 1-800-248-1946 or visiting their web site: <http://www.asq.org/>.

<b>Certified Quality Auditor</b>	<b>Certified Quality Engineer</b>
Tues. Apr. 2, 9, 16, 23, 30, May 7, 14; & 21, 2002 5 – 8 pm at Flo Valley; Rm TBA Application Deadline: April 5, 2002 Exam Date: June 1, 2002	Wed. Apr. 3, 10, 17, 24, May 1, 8, 15, & 22, 2002 6 – 9 pm at Flo Valley; Rm TBA Application Deadline: April 5, 2002 Exam Date: June 1, 2002

## Scholarships

### OUR ANNUAL **SCHOLARSHIP BENEFIT** IS BETTER THAN EVER!!

The St. Louis Chapter of the ASQ announces the Year 2002 Herbert V. McMahon Educational Grant. This is a **\$750** Award to be applied to the Educational Expenses of the Winning Applicant.

The eligibility requirements have **again** been simplified to allow a larger pool of candidates. To become a qualified candidate, the following requirements must be met:

1. Either the candidate or the candidate's PARENT, GRANDPARENT, GUARDIAN, \*SISTER, OR \*BROTHER must be a current member of St. Louis section of ASQ, either regular member or student chapter. \* **New this year**
2. The candidate must be enrolled as a full-time student at an accredited school, College, University, or Trade School. There are no geographical restrictions on the school.
3. The candidate must be in good standing (not on probation) and have at least a 2.0 (C) average on a scale of 1-4.
4. The candidate must be in a program, which can lead to a degree or certificate, and must intend to obtain a degree or certificate as the ultimate objective of his/her course of study. There are no restrictions on the field of study.
5. The candidate must complete an application form, which can **ONLY** be obtained by the ASQ member (see no. 1, above) at either the Nov., Dec., Jan., Feb., or March membership meeting. The completed form can be returned **at any of the above meetings** or by mail to:

The Scholarship Chairman  
St. Louis Section 1304, American Society for Quality (ASQ)  
The Engineer's Club  
4359 Lindell Blvd.  
St. Louis, MO, 63108-2701

The St. Louis section of ASQ must receive the completed application no later than April 5th, 2002.

6. The winner will be selected by the ASQ Executive Committee from the pool of qualified candidates. The selection will be announced at the April 16, 2002 membership meeting. The candidate need not be present to receive the award.

# Total Quality in Real Estate

by  
Steve Sanders, CQE, CQM



## Selling It! (Part 1: Decisions, Decisions)

So you want to sell some real estate – Terrific! Like all critical work, this should be done using a defined process. Remember, there's big money involved!

Step 1 in this process is to define your requirements for the sale. When do you want (or need) to have the property sold, and what price should be set? These are the critical parameters and they are interrelated. A too low price leaves significant \$ in someone else's pocket, but will usually result in a quick sale. Too high a price and you may not get any interested buyers, and end up having to reduce the price to below market value to attract a buyer. And this may be long after you wanted to have sold the property. Real estate market values "float" with a variety of contributing economic factors, and setting the proper price is both science and art. The science part is to perform a "Comparative Market Analysis" (CMA) which determines what the marketplace is paying currently for properties like the one you want to sell ("Comparable Properties" or simply "Comparables"). CMAs should include several properties that are close in location, type, style, features and desirability, and should consider recent (e.g. within one year) sales and properties currently on the market. The necessary data for a CMA is difficult to get for the typical seller, but can usually be obtained readily from a qualified REALTOR®. If you are interested in selling some real estate, or simply would like to know what your home is worth on the current market, just contact me at one of the numbers below, say the magic word ("Please"), and I will prepare a CMA for you.

The next decision in the process should be the setting of the criteria for the marketing and transaction services. Determine what you need in terms of knowledge, professionalism, and commitment of time and effort from the service provider. Identify what you expect in strategy guidance; communication skills; knowledge of the local marketplace; marketing knowledge, skills and effort; negotiation skills; organization, planning, and time management skills; and documentation skills with the myriad of paperwork needed.

Once you have defined your requirements for the service provider you need to decide whether to take this on as a Do-it-yourself project or get professional help. You may determine that you have the knowledge, skills, resources and time to sell your property as a "For Sale By Owner" (FSBO). However, you should consider that nationwide statistics indicate that 98% of properties initially placed on the market FSBO are eventually sold through a professional REALTOR®. This is because the typical FSBO seller has several disadvantages compared to the REALTOR®. Price setting decisions by the unaided seller are often clouded by emotional factors. Several important marketing tools, such as the Multiple Listing Service and most frequently visited real estate internet sites are limited to REALTORS®. Getting the word out to potential buyers is limited to common advertising media and lacks the advantage of the REALTOR® network. Separating serious buyers from "just looking" folks is more difficult. Showing the property can be awkward for the seller and the buyers are reluctant to give the owners honest feedback. Determining whether an offer to purchase is from a qualified buyer can be difficult. Judging the merits of an offer and the hidden costs to the seller that might be included demands specialized knowledge and experience. The typical homeowner also grossly underestimates the time and money required for marketing, and the complexity of the legal requirements and documentation associated with real estate transactions. There are several valid reasons and clichés that support use of an independent professional for big and important processes. Even the most qualified lawyer or physician would not have themselves as a client. Think again before going FSBO with your real estate sale.

Next month: Selecting a supplier for real estate services.



*Your comments and suggestions are welcome. Steve Sanders can be reached by phone at (314) 838-8661 or toll free at 1 (800) 321-8586: or E-mail Steve at [stevesanders@pattersonrealtors.com](mailto:stevesanders@pattersonrealtors.com). Prudential Patterson REALTORS® is an independently owned and operated member of The Prudential Real Estate Affiliates, Inc., a Prudential company.*



Advertisement

## ASQ St. Louis Directory

NAME	FUNCTION	PHONE #	E-MAIL
ASQ St. Louis Headquarters	Engineers' Club of St. Louis	314-533-9333 314-533-9336 (Fax)	<a href="mailto:kurt.krispin@engineersclub.net">kurt.krispin@engineersclub.net</a>
Jim Duarte	Section Chair	314-577-3990 (W)	<a href="mailto:jim.duarte@anheuser-busch.com">jim.duarte@anheuser-busch.com</a>
Marc Desaulniers	Chair Elect	314-854-2767 (W)	<a href="mailto:mdesaulniers@brownshoe.com">mdesaulniers@brownshoe.com</a>
Tony Indihar	Director	314-233-0478 (W)	<a href="mailto:anthony.l.indihar@boeing.com">anthony.l.indihar@boeing.com</a>
Steve Howell	Treasurer	314-577-9947 (W)	<a href="mailto:steve.howell@anheuser-busch.com">steve.howell@anheuser-busch.com</a>
Maryann Berardino	Secretary	314-821-2296 (W)	<a href="mailto:mabdino@aol.com">mabdino@aol.com</a>
Loree Rowe	Membership Chair Awards	314-434-2712 (W)	<a href="mailto:loreerowe@agilitybizsolutions.com">loreerowe@agilitybizsolutions.com</a>
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