

# The Stasny Real Estate Group



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# The Stasny Real Estate Group



**Cynthia Stasny, REALTOR®**  
Seller Representative Specialist  
Accredited Buyer Representative  
Certified Military Residential Specialist

**Bryan Dippel, REALTOR**  
Buyer/Seller Agent



**Kimberly Motquin**  
Marketing/Media

**Debbie Dickerson**  
Transaction Coordinator



*Cynthia Stasny*

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# WI4C2TS®

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Win - Win: or no deal

Integrity: do the right thing

Customers: always come first

Commitment: in all things

Communication: seek first to understand

Creativity: ideas before results

Teamwork: together everyone achieves more

Trust: starts with honesty

Success: results through people

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# Our Mission Statement

"To be the most successful realtor, you must be the most determined." - Cynthia Stasny

Each one of our clients is **family** to us. We go above and beyond to make sure their experience is **seamless**. Our **knowledge, experience** and **dedication** means our clients get only the best of us.

We don't list your home to put a sign in the yard, we list your home to sell it. You need someone that's aggressive. We work **smarter** and **harder** for our clients. As your realtor, our #1 priority is **your complete satisfaction**. We have a proven track record of getting the best results for our sellers, buyers and investors. We have the **experience and expertise** to help you realize your real estate dreams and goals. We're the realtors you want working for you!

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# Our Commitment

As your fiduciary, we surround you with skilled team members, doing what they do best! We believe if you love what you do and who you work with, the clients you service will benefit greatly. We expect a Fiduciary level of service from everyone we do business with. We can't function at a high level for our clients unless we surround ourselves by other fiduciary-minded people who are willing to be held accountable to a higher standard than the industry norm.

## FUNCTIONARY vs FIDUCIARY

Low Relationship	High Relationship
Assumes Little Responsibility	Accepts High Responsibility
Uses Low Skills	Masters High Skill
Records Information	Perceives Information
Responds to Needs	Anticipates Needs
Processes Data	Interprets Data
Narrow Picture Viewpoint	Big Picture Viewpoint
Delivers Information	Advises and Consults
Other-Directed	Self-Directed
Minimum Legal Responsibility	Maximum Legal Responsibility
Employee	Partner
Does the Task	Owns the Result
Tells and Sells	Educes and Guides
Stays out of Decision Making	Involved in Decision-Making
Follow Rules and Procedures	Uses Judgement and Intuition
Replaceable	Irreplaceable
Minimally Paid	Highly Paid

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# Meeting Your Needs

Our goal is the same as yours, to successfully sell your home in a **timely manner** and for **the right price**. Just as important is for you to have a **stress-free and satisfying experience**. Understanding your needs, expectations, and concerns requires **strong communication**. We're here to work for you and to achieve those goals.

## Key Objectives

### PRICING YOUR HOME RIGHT

Pricing your home at the property's fair market value.

### TIMING

Selling your home in the desired time period.

### CONVENIENCE

Selling your home in the most convenient manner possible.

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# Our Results

Running a successful real estate business requires that we take incredible care of our clients. The realization of our clients satisfaction are evident in the last two years production volume.

- For 2017, I closed 17 transactions, exceeding 3.4 million dollars.
- For 2018, I closed 18 transactions, exceeding 4.4 million dollars.
- For 2019, we're on track as a team to exceed those numbers.

On average, our listings stayed on the market no more than 23 days before going under contract. Several went under contract the same day they were listed.

**Our sales price to list price ratio is 98%**

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# How are we different from other real estate agents?

## Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will capably remove many potential challenges before they have the opportunity to appear.

## Communication

Your needs always come first. We will provide the service we agree to and communicate in the ways that work for you, whether once a week, once a day, by phone, email or text message. You'll always be kept in the loop. From listing to closing, you'll know the status of my marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted.

## Staging

Homes sell because of correct pricing and great presentation. We know what it takes to make the terrific first impression that will get your home sold.

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# Why Keller Williams Realty

## Technology

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through the exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and is available on KW's web network of more than 76,000 sites. Best of all, because of Keller Williams "My Listings, My Leads" philosophy, every single internet inquiry will come directly to us so that we can follow up quickly with those potential buyers.

## Knowledge

Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares us to provide you with unparalleled service.

Being such an avid believer in training, I also teach classes each month to new and experienced agents. I'm also a five time graduate of BOLD, on the training committee, and a part of the ALC board (Associate Leadership Committee).

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# Why Keller Williams Realty

## Track Record

I'm proud to work for the world's largest real estate franchise by agent count and recently ranked the #1 real estate company worldwide. It's proof that when you offer a superior level of service, the word spreads fast.

## Teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive towards a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

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# Keller Mortgage and what it means to you

**EXCLUSIVE TO KELLER WILLIAMS TRANSACTIONS**

## THE ZERO PLUS LOAN

\*Zero Origination Fee

\*Zero Processing Fee

\*Zero Underwriting Fee

\*Low Rates

**Plus \$1000 closing credit toward 3rd party Costs (Loan amount must be at least \$150,000)**

**Buyers need a way to save money and still be able to own the home they want. Keller Mortgage gives them that ability.**

**Being able to use Keller Mortgage during my open houses and showings gives me the advantage over everyone else. Selling your home quickly and for the most money possible means using every tool at my disposal and Keller Mortgage can do that.**

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# Our Extended Team

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## Lenders

- 1st Alliance Mortgage, Gayle Lyons (979) 690-1001 [Gayle@1stAM.com](mailto:Gayle@1stAM.com)
- Keller Mortgage, Seth Cashier (614) 897-0274

## Photographer

- Michelle Yeatts, (979) 255-5763
- James Morrison (979) 575-3149
- BK Designs Photography, Robert Johnson (713) 305-8130

## Inspections

- Tucker Inspections, (979) 690-7211 [info@tuckerinspections.com](mailto:info@tuckerinspections.com)
- Pillar to Post, Eric Phillips (979) 446-2389 [Eric.phillips@pillartopost.com](mailto:Eric.phillips@pillartopost.com)

## Title

- University Title, (979) 260-9818 [titleinfo@utitle.com](mailto:titleinfo@utitle.com)
- Frontier Title, (979) 977-0123 [CS@FrontierTitleTexas.com](mailto:CS@FrontierTitleTexas.com)

## Insurance

- Farmers Insurance, Randy Flasowski (979) 691-2534
- State Farm Insurance, Cole Campbell (979) 703-6655

## Home Warranty

- Home Warranty of America, Misti Ramsey-Hodges (254) 495-2837 [mysti.hodges@hwahomewarranty.com](mailto:mysti.hodges@hwahomewarranty.com)

## Roofing

- Stellar Roofing Specialties, LLC, Scott Schultz (979) 324-8227
- Rudder Construction, LLC, Jay Rudder (979) 777-6264

## General Contractor

- M+H Construction, (979) 739-7486

## Foundation Repair

- Brazos Valley Solutions, Walt Childers (979) 739-8288 [cimplesolutions@live.com](mailto:cimplesolutions@live.com)

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**13**  
mo. WARRANTY

## TOP 13 REASONS TO CHOOSE HWA

Home Warranty of America is a nationwide leader in the home warranty industry with a 20-year track record of helping homeowners feel confident when buying, selling or simply living in their homes.

### HWA is a home seller's best friend:

1. Stop sinking money into the house you're selling
2. Sell your home faster – remove apprehension from the buyer's mind
3. Overcome price objections from inspections that indicate aged systems
4. Coverage for up to 6 months with option to extend

### Homeowners trust HWA:

5. Best-in-Class selection of coverage and payment plans
6. Customer Service 24/7/365
7. More than 120 items covered
8. Protection against unknown pre-existing conditions
9. No age restriction on home
10. Coverage for townhomes, condominiums and investment properties
11. Multi-year plans
12. National network of qualified service technicians
13. 13 months of initial coverage

## Coverage Levels

Covered Items	Gold	Diamond	Marquise	Sellers
Unknown Pre-Existing Conditions	✓	✓	✓	
Unknown Insufficient Maintenance	✓	✓	✓	
Heating System/Furnace	✓	✓	✓	
Air Conditioning System/Cooler	✓	✓	✓	
Ductwork	✓	✓	✓	
Plumbing System	✓	✓	✓	✓
Stoppages/Clogs	✓	✓	✓	✓
Permanent Sump Pump	✓	✓	✓	✓
Water Heater Including Tankless	✓	✓	✓	✓
Instant Hot Water Dispenser	✓	✓	✓	✓
Whirlpool Bathtub	✓	✓	✓	✓
Electrical System	✓	✓	✓	✓
Ceiling Fans and Exhaust Fans	✓	✓	✓	✓
Doorbells, Burglar & Fire Alarm Systems	✓	✓	✓	✓
Central Vacuum	✓	✓	✓	✓
Dishwasher	✓	✓	✓	✓
Garbage Disposal	✓	✓	✓	✓
Built-in Microwave	✓	✓	✓	✓
Range/Oven/Cooktop	✓	✓	✓	✓
Trash Compactor	✓	✓	✓	✓
Garage Door Opener	✓	✓	✓	✓
Subterranean Termite Treatment	✓	✓	✓	✓
Kitchen Refrigerator w/ Ice Maker	✓	✓	✓	✓
Washer/Dryer Package	✓	✓	✓	✓
Telephone Line Coverage	✓	✓		
Re-Key	✓	✓		
SEER/R-410A Modifications	✓	✓		
Premium Coverage	✓	✓		
OrangePlus				✓

\$50 Optional Seller's Coverage Heating/Cooling/Ductwork



**Don't wonder – know you're covered.**  
Call 888.492.7359 or visit [HWAHomeWarranty.com](http://HWAHomeWarranty.com)



# Our Marketing Strategy

## ..... Before We List .....

- **Strategic Positioning in Pricing**

Price your home strategically so you're competitive with the current market and price trends.

- **Home Staging**

Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.

- **Massive Exposure**

Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS), as well as in local and global MLS systems, including plenty of photographs and a description of your property.

## ..... When We List .....

- **Open House**

Create an open house schedule to promote your property to prospective buyers and market those open houses.

- **Yard Sign**

Place "For Sale" signage, complete with property flyers easily accessible to drive-by prospects.

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# Our Marketing Strategy



## ..... When We List .....

- **Advertising**

Your home will be featured on our social media pages, in print advertisement as well as featured on more than 350 sites through the exclusive Keller Williams Listing Service (KWLS), attracting buyers to your home.

- **Buyer Screening**

Target active buyers and investors in my database who are looking for homes in your price range and area.

## ..... After We List .....

- **Quick, Reliable and Responsive**

Provide you with weekly updates detailing my marketing efforts, including comments from prospective buyers and agents who have visited your home.

- **Online Activity Monitoring**

We will continue to track how many hits your listings generate and respond to online inquiries.

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# Extended Marketing Reach



When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites.

Below are just a few:

Google maps

YAHOO!  
REAL ESTATE

AOL  
real estate

HGTV's  
FRONT DOOR

trulia®  
real estate search

Zillow.com.  
Your Edge in Real Estate

cyberhomes™

HomeFinder.com

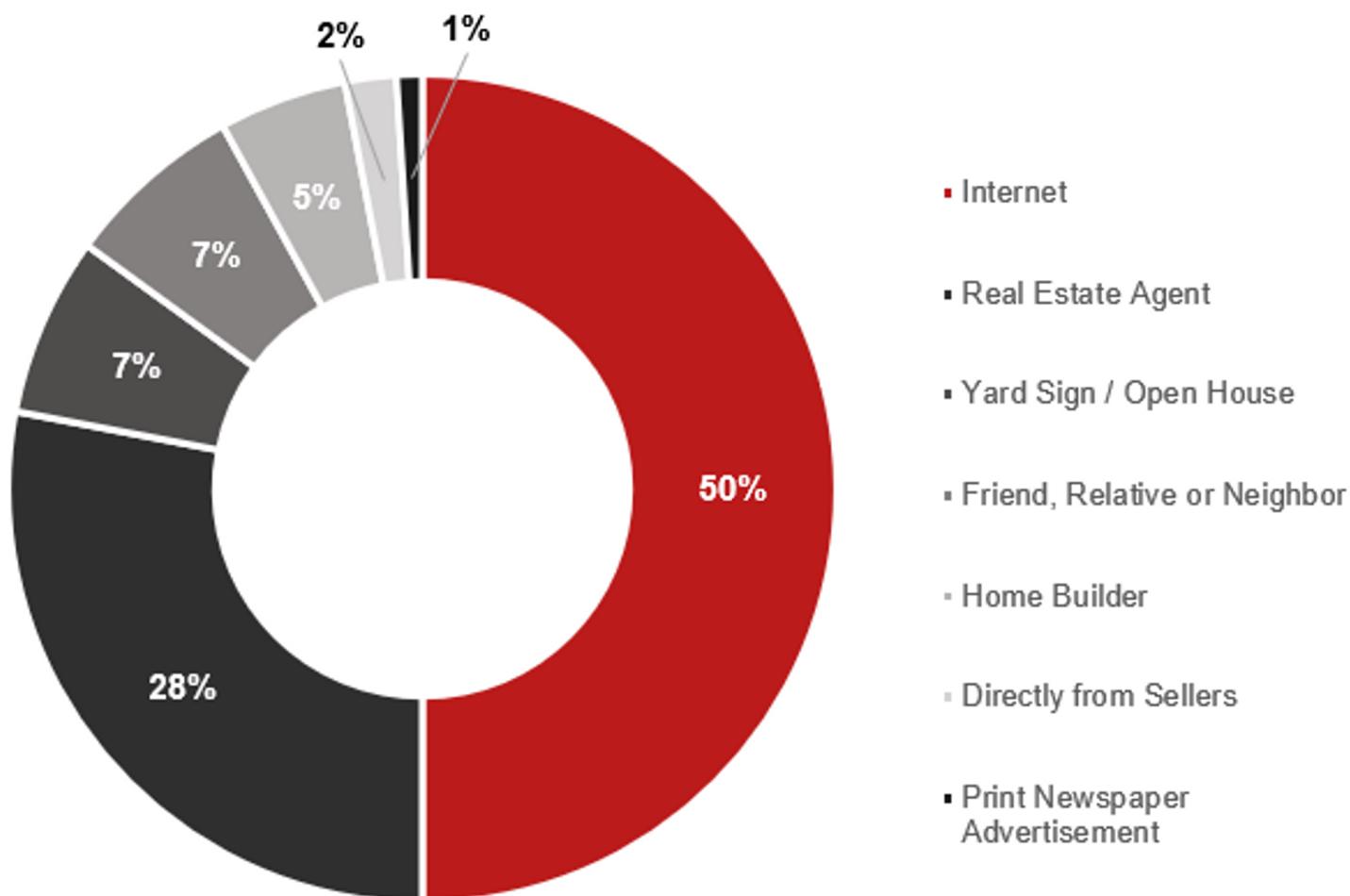
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# Market Factors

## Where Buyers Found the Home They Purchased



\*According to NAR's 2018 Profile of Home Buyers and Sellers

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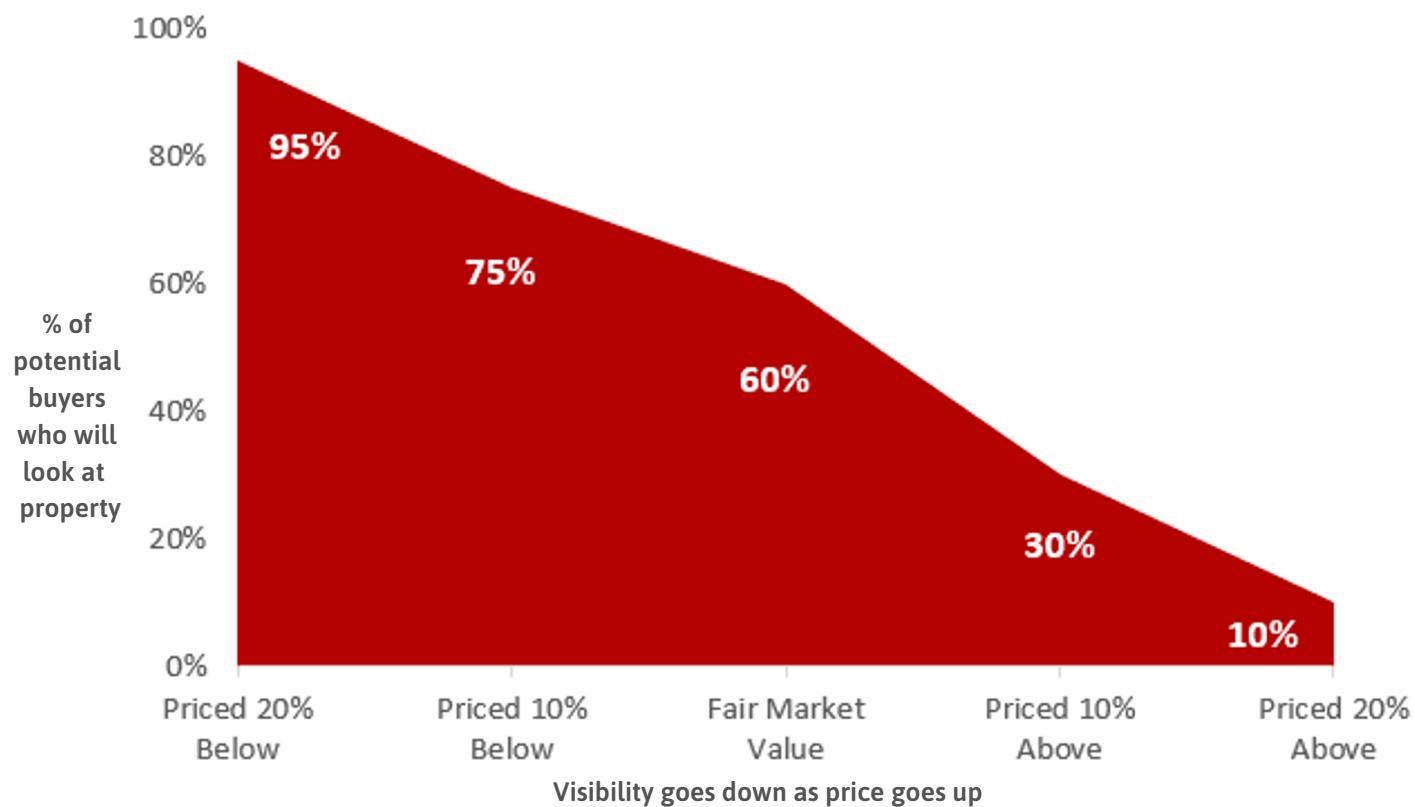
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# Price Right - Attract Buyers

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



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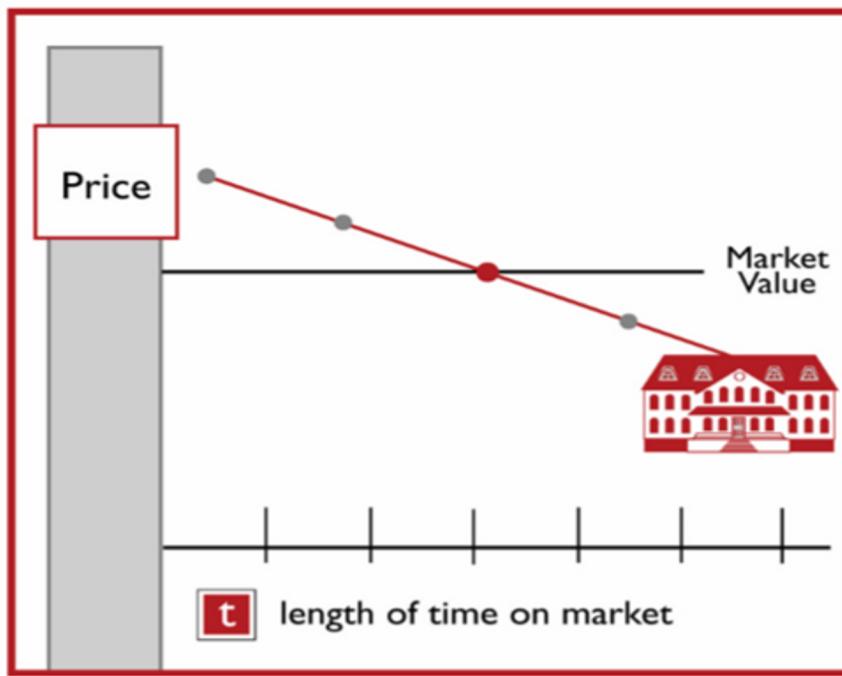
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# Price Right - Time on Market Works Against You

**If you want to compete, be competitive.**

- The buying market has a short attention span
- Pricing your home right the first time is key
- Proper pricing attracts buyers
- An overpriced house will not sell
- We want to generate offers before the market moves on to newer listings



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# Preparing Your Home for Sale



Did you know well-place furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

***It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.***

Here are some inexpensive ways to maximize your home's appeal:

## Exterior:



- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

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# Preparing Your Home for Sale



Here are some inexpensive ways to maximize your home's appeal:

## ***Interior:***

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary storage unit)
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures



## ***For showings:***

- Turn on all lights
- Open drapes in the daytime
- Keep pets secured outdoors
- Play quiet background music
- Light the fireplace (if seasonally appropriate)
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown

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# Inspections

Inspections and potential repairs are the number one reason sales don't close.

Per the contract, the buyer will have a certain number of days in which to inspect the property and accept, reject, or negotiate repairs on the property based upon these mechanical and structural inspections.



**How the Seller Sees the House**

**How the Buyers Sees the House**

**How the Inspector Sees the House**

**Save yourself time, money and disappointment - do any necessary maintenance NOW!**

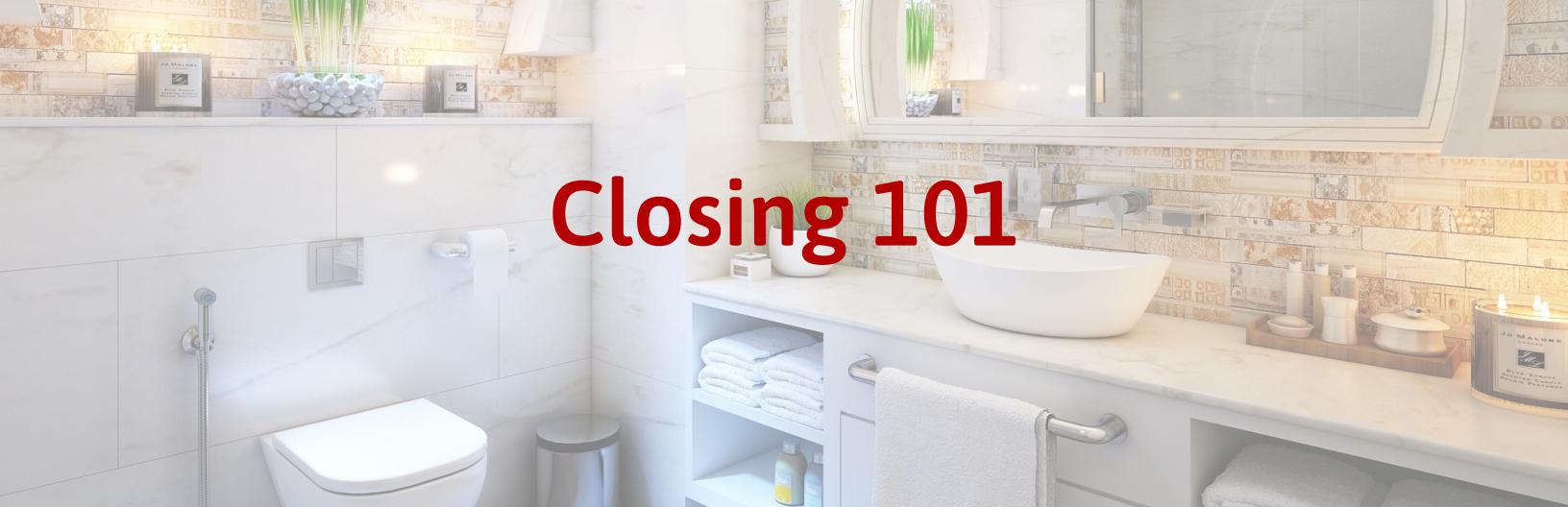
## HOME WARRANTY PLANS

A home warranty is an optional service plan that covers home systems (like electrical, plumbing, heating, and cooling), as well as appliances (like refrigerators, dishwashers, and washing machines) for a specified amount of time, usually one year. In other words, a home warranty protects the parts of a house that make it a home.

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# Closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

## ***Here are a few things to bring to the closing:***

- House keys
- Garage door opener(s)
- A picture ID

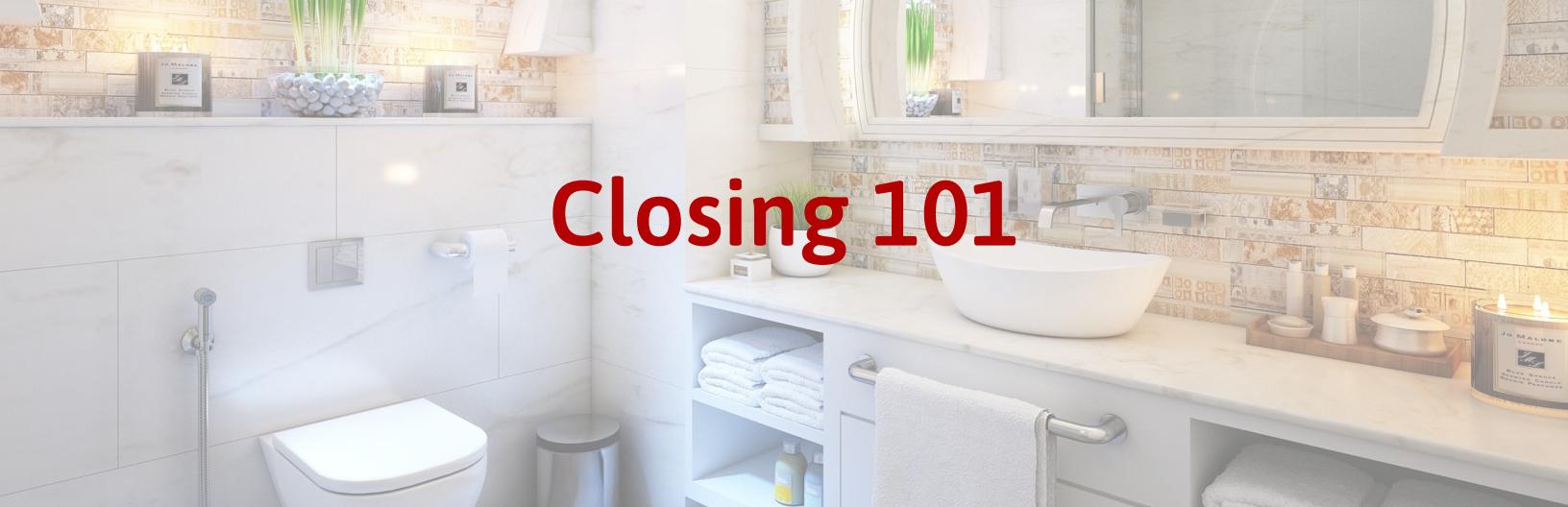
## ***What can you expect?***

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title, searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

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# Closing 101

## **What are your costs?**

### **Sellers commonly pay the following at closing:**

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance program

### **After the closing, make sure you keep the following for tax purposes:**

- Copies of all closing documents
- All home improvement receipts on the home you sold

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# Moving Checklist

New Telephone Number: \_\_\_\_\_

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

Before you move, you should contact the following companies and service providers:

## Utilities:

- Electric
- Telephone
- Water
- Cable
- Gas

## Government:

- Internal Revenue Services
- Post Office
- School
- State Licensing
- Library
- Veterans Administration

## Professional Services:

- Broker
- Accountant
- Doctor
- Dentist
- Lawyer

## Clubs:

- Health and Fitness
- Country Club

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# Moving Checklist

New Telephone Number: \_\_\_\_\_

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

Before you move, you should contact the following companies and service providers:

## Insurance Companies:

- Accidental
- Auto
- Health
- Home
- Life
- Renters

## Subscriptions:

- Magazine
- Newspaper

## Business Accounts:

- Bank
- Cellular Phone
- Department Store
- Finance Company / Credit Card

## Miscellaneous:

- Business Associates
- House of Worship
- Drugstore
- Dry Cleaner
- Hairstylist

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# Client Testimonials

**"This was my first "solo" home sale experience. You were the perfect realtor for me. I felt incredibly comfortable with you from the very beginning. I asked questions I might not have asked other realtors because of the comfort level I had with you; you are so down to earth and patient. You made the whole process so easy, and definitely made things much more stress free. I really appreciated your knowledge and professionalism; definitely worked to my advantage! I will refer you at any opportunity that comes my way."** - Amy Coats

**"Cindy was phenomenal! She was so easy and flexible to work with. The house selling and buying prices was laid out so professionally. She answered all of our questions so timely. We found our dream home because of her!"** - Amanda and Russell Thames

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# Client Testimonials

**"I wanted to thank you for all your hard work and effort in selling our home. You were in contact with both of us and kept us updated on everything (even though we were in separate cities). You were honest, hard working and very dependable – an absolute blessing to work with. I greatly appreciate everything and highly recommend you to anyone who is interested in selling their home or property."** - Kim Smith

**"My wife and I found Cindy by attending a house showing that she hosted. We had fairly vague interest in actually purchasing a house at the time, but with the combination of the beautifully prepared home and Cindy's effectiveness at showing it off, we moved forward with buying it. During the buying process, Cindy made it EXTREMELY easy to get necessary paperwork done, stay ahead of check lists, and notifying us of hiccups as they came up. We couldn't have asked for a better realtor! This was our first house, and we'd always heard how buying a house is a total nightmare. However, Cindy made our experience a dream come true!"** - Steve and Kristen Nelson

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# Client Testimonials

*"Cindy has truly taken care of our family since our children began their education at Texas A&M. She worked around our ability to be in College Station (we live in West Virginia) to show us properties that would provide a second home for our children. Cindy even showed them how to change the filters in the HVAC! This year we decided to purchase a larger space in College Station. I was unable to attend the showing, instead looking at the property on Face Time, as my 21 and 20 year old children viewed the property with Cindy. As a Realtor since 2001, I would normally not suggest someone write a contract on a home after seeing through Face Time, but I trusted that Cindy would be honest and fair. She did not disappoint...upon seeing the property recently, it is exactly what we wanted to purchase. I would highly recommend Cynthia Stasny for any of your real estate needs!" - Joy Lewis, Aggie Mom*

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