



STEPHANIE CRIBBS  
REAL ESTATE TEAM



*A Complete Guide to*

# SELLING YOUR HOME

**kw** THE WOODLANDS  
& MAGNOLIA  
KELLERWILLIAMS. REALTY  
EACH OFFICE IS INDEPENDENTLY OWNED & OPERATED

SPRING | THE WOODLANDS | CYPRESS | TOMBALL | KINGWOOD | HUMBLE/ATASCOCITA | CONROE | MONTGOMERY | NORTH HOUSTON





**STEPHANIE CRIBBS**  
REAL ESTATE TEAM

# ABOUT ME

As a Realtor, I take a bold and persistent approach to business. I use my knowledge of the market to guide clients and implement effective marketing strategies to help them achieve their real estate goals.

I graduated from Texas Tech University with a degree in Psychology in 2004. I went on to receive my Master's Degree in Education and Teaching of Individuals with Autism from the University of Texas at Austin in 2009.

Outside of real estate, I've raised funds for Autumn's Dawn, a non-profit that works with young adults with Autism Spectrum Disorders.

## ***So, Why Work With Me?***

I take a hands-on approach with servicing my clients. I specialize in the Rayford Rd corridor and focus my main book of business in this specific area, which makes me a Harmony expert. I hold my clients hand throughout the entire process, with communication being my number one priority. I have been ranked as a top producer since 2016 and have reached this goal by offering a high level of service to my clients, while also selling their homes for top dollar and in record time.

*Stephanie Cribbs*

## **2022 HAR Rankings**

#664 out of 109,595  
Houston agents (Top 0.61%)



#8 out of 1,177 agents in the 77386  
zip code (Top 0.68%)



#102 out of 17,412 agents in  
Montgomery County (Top 0.59%)



# MEET THE TEAM



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Our growing team works closely with buyers throughout the entire real estate journey. Our hands-on, personal approach allows us to develop relationships with our clients so that we can better understand and achieve your real estate goals together. Feel free to reach out to any of our team members with any real estate questions you might have, or to get started on your own home buying journey!



**Stephanie Cribbs**  
Realtor®  
stephanie@stephaniecribbs.com



**Jamie Cribbs**  
Director of Operations  
jamie@stephaniecribbs.com



**Maritza Santana**  
Buyer's Agent  
maritza@stephaniecribbs.com  
Offering services in both  
English & Spanish!

## IN THE COMMUNITY

***"It's important to me to give back to a community that's done so much for me"***

**-Stephanie Cribbs**

Our team is full of resources that will make your home buying journey smooth and easy. Each of us will take a hands-on approach to ensure we create and maintain a close relationship with each of our clients to better understand and achieve their real estate goals. We would all love for you to reach out to us with any real estate questions so we can better understand your upcoming real estate journey!

### Giving Back to the Community

- 2023 • Sponsored the Harmony HOA Chili Cook-Off Contest
- 2022 • 1st Annual Toy Drive Benefiting BEAR (BE A Resource Benefiting CPS Kids)
- 2022 • 1st Annual Health & Fitness Expo
- 2021 • 2nd Annual Harmony Appreciation Event
- 2020 • 1st Annual Harmony Appreciation Event
- 2018 • Sponsored the Harmony HOA Easter Event
- 2018 • Sponsored Teacher Appreciation Week at Broadway Elementary
- 2018 • Sponsored the Harmony HOA Fourth of July Event
- 2018 • Sponsored the Harmony HOA Trick or Treat Event
- 2018 • Sponsored the Harmony HOA Christmas Event
- 2017 • 1st Annual Fall Decorating Workshop
- 2017 • Sponsored the Harmony HOA Trail of Treats Event
- 2017 • 1st Annual Harmony Christmas Event







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# WHY SELL WITH US?




Through our local knowledge, broad network within the industry and expert level marketing, we pride ourselves in getting our clients homes sold for top dollar.

We work with each and every client to determine their goals so that we can develop our marketing strategies to get the most exposure, reach the target audience of buyers, and achieve each individuals real estate goals.

Our experience and passion for real estate have allowed us to develop proven strategies as we guide sellers through the process, from start to finish.

From social media exposure to signage, to marketing strategies and more, our team is focused on getting seller's the results they're looking for!



***Are you in the market to sell your home? Connect with me to get started!***

## Exposure Through Social Media

We make sure your home is featured on the top social media platforms to ensure your home gains the highest exposure to your target audience.

## Signage

We display professionally branded signage on your property to create hype and gain the attention of potential buyers.

## Networking

Our strong network connections open the door for more opportunities, ensuring our listings attract the right kind of buyer for your home.

## Events

We do a lot of business in the Houston area, so we're passionate about getting involved in local events and fundraisers to grow our network and become a trusted, valued part of the community.

## Professional Marketing & Design

We work with a professional design agency who knows how to create target-aimed marketing materials that attract buyers and get results!

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

| 832.539.4140

| [hello@stephaniecribbs.com](mailto:hello@stephaniecribbs.com)



# SHOW YOUR HOME

## Creating A Memorable Experience

Our senses can play an important role in our decision making, whether we realize it or not, so providing an *experience* for buyers is important. Appealing to the five senses is a simple way to create a lasting impression on buyers that will increase their desire for your home.



### SIGHT

Remove clutter for a clean, minimal look to reduce distractions and allow buyers to focus on the home



### SMELL

Use mildly scented, seasonal air fresheners and dispose of any odor causing items (i.e. trash)



### SOUND

Soothing sounds like soft music, wind chimes or water features to set the mood during showings



### TASTE

Offer buyers bottled water or light snacks so they feel comfortable/ stay longer in your home

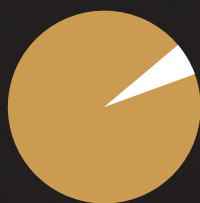


### TOUCH

As buyer's view your home, they'll be touching floors & other surfaces, so cleanliness is a must!

## Home Staging

In order to successfully sell your home, it's important to make sure your home is shown in the best way possible. Buyer's want to be able to picture themselves living in the home, and that's hard to do if it's full of someone else's clutter! That's why home staging is so important. Staged photos attract a higher number of buyers through their *internet* search, and once in the home, proper staging allows buyers to see the full potential of your home.



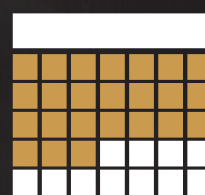
96%

OF BUYER'S AGENTS STATE THAT HOME STAGING HAS AN EFFECT ON BUYERS



<50%

OF REALTORS® SAY BUYERS ARE WILLING TO OFFER MORE FOR A STAGED HOME



23 DAYS

THE AVERAGE DAYS ON MARKET FOR A STAGED HOME (COMPARED TO 31 FOR UNSTAGED HOMES)



*Are you curious to know what your home is worth in today's market?  
Connect with me for a market evaluation!*



# CHECKLIST



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Preparing your home for the market is an important step to ensure buyer's see the full potential of your home, not just a house full of other peoples stuff. Showing buyers a home that highlights the functionality, size and layout of the home ensures they see the home for what it truly is, and aren't distracted by stuff. Providing the best possible experience for buyers will ensure your home gets sold quickly, and for top dollar!

*We provide all  
sellers with 1 deep  
cleaning, 2 hours  
of decorating  
assistance &  
pressure washing*

*Remember that  
Buyers Only  
See What They  
See...Not What  
It Could Be!*

- Replace Any Burnt Out Light Bulbs
- Replace Dead Batteries In Smoke Detectors
- Keep Closets De-cluttered/Organized
- Open Blinds And Curtains To Let In Natural Light
- Maintain Curb Appeal
- Add Fresh Flowers & Plants For Staging Appeal
- Remove As Much Personal Content As Possible
- Wash All Windows, Screens & Mirrors
- Remove All Pet Related Items
- Remove Musty Odors From Pets/Other
- Add A Light Air Freshener In Bathrooms
- Take Personal Items Off Walls
- Put Away Or Hide Laundry
- Take Trash Out Of The House
- Hide Large Exterior Trash Cans
- Secure Sensitive Paperwork And Medications
- Clear/De-clutter All Surfaces (Tables, Shelves, etc.)
- Remove All Items Around Sinks/Showers/Baths
- Mow Entire Lawn (Edge & Blow Away Clippings)
- Pick Up Any Pet "Let Behinds" In The Yard
- Touch Up Paint
- Remove Extra Vehicles From The Driveway
- Weed Any Flower Beds
- Clean Front Porch And Secure Any Loose Handrails



**Seller's**

# QUESTIONNAIRE



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**1. On a scale of 1-10, how motivated are you to sell your home: 1 2 3 4 5 6 7 8 9 10**

**2. Why do you want to sell your home?**

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**3. Where are you moving?**

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**4. How soon do you have to be there?**

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**5. If we sell your home in the next 30-45 days would that pose a problem for you?**

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**6. What would happen if your home did not sell?**

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**7. When did you move in/buy the property?**

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**8. What made you fall in love with this house when you purchased it?**

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**Seller's**

# QUESTIONNAIRE



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**9. What are the best features of the location/neighborhood of your home?**

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**10. What do you currently owe on the home?**

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**11. What is your least favorite feature about your home?**

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**12. What repairs does your home need?**

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**13. What are your expectations of the Realtor® you choose to hire?**

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**Notes:**

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Walk through

# LISTING NOTES



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## GENERAL

Date \_\_\_\_\_ Owner \_\_\_\_\_

Property Address \_\_\_\_\_

How Referred? \_\_\_\_\_

Year Built \_\_\_\_\_ Sq. Ft. \_\_\_\_\_ Lot Size \_\_\_\_\_

Beds \_\_\_\_\_ Baths \_\_\_\_\_ Living Areas \_\_\_\_\_

Circle All That Apply:

Games/Media Room

Formal Dining Room

Basement

Formal Living Room

Garage

Den

HOA? Y | N *if yes: how much?* \_\_\_\_\_

*Yearly/Monthly?* \_\_\_\_\_

*What is included?* \_\_\_\_\_

CCRs? Y | N *Restrictions?* \_\_\_\_\_

## INTERIOR

Energy Rated? Y | N *if yes: what rating?* \_\_\_\_\_ Smoke Detectors# \_\_\_\_\_

Flooring/Rooms

Carpet \_\_\_\_\_

Tile \_\_\_\_\_

Wood/Laminate \_\_\_\_\_

Sheet Vinyl \_\_\_\_\_

Window Treatments/Rooms

Draperies

Blinds

Will they Stay? Y | N

Entryway

Mud Room Y | N *if yes: special features?* \_\_\_\_\_

Formal Living \_\_\_\_\_

Family Room \_\_\_\_\_

Fireplace? Y | N *if yes: gas or wood?* \_\_\_\_\_ Open Kitchen/Breakfast Area?

Built-In Entertainment Center

Bookshelves

Wet Bar

Formal Dining \_\_\_\_\_



*Walk through*

# LISTING NOTES



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## Kitchen

Pantry? Y | N      Breakfast Area? Y | N

Gas/Electric Appliances? Brand/Color? \_\_\_\_\_

Range? \_\_\_\_\_

Built-In Microwave \_\_\_\_\_

Built-In Oven/Cook Top \_\_\_\_\_

Dishwasher \_\_\_\_\_

Tile Backsplash \_\_\_\_\_

Type of Cabinets \_\_\_\_\_

Counter tops \_\_\_\_\_

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_

Office/Study: Upstairs | Downstairs?

Features \_\_\_\_\_

Laundry: Upstairs | Downstairs?

Gas/Electric Connections

Mud Sink

Room for Freezer

Cabinets/Storage

Powder Room \_\_\_\_\_

Garage # \_\_\_\_\_

Openers # \_\_\_\_\_

Workshop/Storage

New Metal Door(s)

Utility Sink

Man Door

220V

Heater Y | N

Furnace | Boiler | Hot Water Heater | Floor Drain

## Master Bedroom

Upstairs | Downstairs

Walk-In Closets

Sitting Area

Built-Ins

Coffered Ceiling

Ceiling Fan

Views \_\_\_\_\_

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_



# LISTING NOTES



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## Master Bath

Separate Tub/Shower

Tub Shower Combo

Bench in Shower

Dual Shower Heads

Jetted/Soaker Tub

Dual Sinks

Walk-In Closet

Private Toilet Room

Walk-In Shower: Tiled Y | N Door? \_\_\_\_\_

Cabinet \_\_\_\_\_

Counter top \_\_\_\_\_

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_

## Shared Bathroom

Sinks: Single | Dual

Shower

Shower/Bath Combo

Jack & Jill

Cabinet \_\_\_\_\_

Counter top \_\_\_\_\_

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_

Bedroom # \_\_\_\_\_ Floor # \_\_\_\_\_ Closet: Standard | Walk-In

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_

Bedroom # \_\_\_\_\_ Floor # \_\_\_\_\_ Closet: Standard | Walk-In

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_

Bedroom # \_\_\_\_\_ Floor # \_\_\_\_\_ Closet: Standard | Walk-In

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_

Bedroom # \_\_\_\_\_ Floor # \_\_\_\_\_ Closet: Standard | Walk-In

Flooring \_\_\_\_\_

Special Features \_\_\_\_\_



Walk through

# LISTING NOTES



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## Game/Media Room

Upstairs | Downstairs

Wet Bar

Closets

Special Features

Built-In Entertainment Center

## Utility Room

Furnace | Boiler

Make

Pressure Tank

Hot Water Heater | Water Softener # Gallons

Other

## Basement Y | N

Special Features

## EXTERIOR

Finish

Special Features

## Roof

Original | Replaced (If replaced, what year?)

## Yard

Landscaped? (If yes, year/company)

Trees

Flower Beds

Condition Of Grass

Hot Tub

Fence

Deck | Patio

Driveway

Pad for RV/Boat, etc

Special Features

## Other

Crawlspace

Year of Windows/Warranty

## Additional Notes

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