



| Kimberly Brechka
YOUR DREAM HOME NJ

LISTING YOUR HOME





Kimberly Brechka
YOUR DREAM HOME NJ

My mission as your realtor is to provide you with the finest real estate service based on the highest standard of ethics, values and client care. I know the importance of being a full time real estate agent who is knowledgeable in all areas of the marketplace.

It is important to ensure my clients needs come before my own.

Whether you are thinking of selling right now, or in the future I can provide you with the local market expertise and knowledge to give you the best advantage in todays market.

To best accomplish this, you will need a strong, well educated marketing plan and constant communication between us. Quality advice and maximum exposure comes with the package! I welcome the opportunity to work with you.

Kimberly Brechka



MY ROLE

What you can expect from me as your listing agent

1. Treat all parties honestly.
2. Always ensure we keep a win-win relationship.
3. Respect your time, needs and finances.
4. Stay focused on satisfying your needs.
5. Communicate openly and frequently.
6. Represent your best interest in any and all negotiations.
7. Put your interests above all others, including my own.
9. Provide continuous comprehensive market information and recommend the best pricing strategy.
10. Market and promote your home in a professional manner.
11. Proactively solicit multiple offers.
12. Withhold any confidential information that will affect the sale of your home.
13. Respond to and resolve all issues quickly and timely.
14. Follow up with other agents who show your home.
15. Provide post-closing information and consulting services, and assist you with all future real estate needs.



Kimberly Brechka
YOUR DREAM HOME NJ



MARKETING AND PROMOTIONAL PLAN

Once your home is listed, I will initiate the following 7 step marketing plan:

1. Schedule/Install yard sign and hire a professional photographer
2. Place your home on the local MLS and provide targeted marketing
3. Prepare color home brochures and just listed cards
4. Advertise your home on beneficial websites; Weichert.com, Zillow, Trulia, Realtor.com & over 100 other real estate websites, plus social media platforms
 - a. Promote Listing Nationally and Internationally
5. Notify area's top agents and Host Open Houses
6. Help you stage and prepare your home
7. Notify area neighbors



Kimberly Brechka
YOUR DREAM HOME NJ



HOME SELLERS CHECKLIST



"THE WAY WE LIVE IN A HOME IS
DIFFERENT THAN THE HOME WE
NEED TO SELL."



Kimberly Brechka
YOUR DREAM HOME NJ

Are you fit to sell?

Home Inspection

Consider having your home inspected before you list it. In doing this, you will learn if there are any major repairs needed and can address them before the house goes on the market. This also shows the buyers and their agent that you have been proactive. When it comes to finding the right home inspector, your RE/MAX agent (ME) is a great resource for recommending someone. Once the inspection is completed, you will be able to determine the next steps in preparing your home for sale.

THINGS TO CONSIDER...

- What year was your house built?
- Do your lights flicker, or breakers or fuses blow?
- Do you have a fuse box or electrical panel?
- Do you have aluminum wiring, or knob and tube?
- What condition is your plumbing in?
- How old is your furnace?
- How often do you replace your furnace filters?
- Do you have a water softener?
- Is your roof in good condition?
- Are your windows in good condition?
- What condition is your foundation in?
- If you have a deck or patio, what condition are they in?
- Do you have any water problems?
- Have you had problems with mold and mildew?

PREPPING YOUR HOME TO SELL

Your house needs to be neat, clean and orderly in preparing it for sale. Organizing and pre-packing items that are not regularly used will create a spacious feeling. Storage is one of the top items on a buyer's list; therefore it's necessary to show that your home has the space desired.

5 Easy Steps to Prep

1. DECLUTTER
2. SELL/DONATE UNWANTED ITEMS
3. NEUTRALIZE/PAINT YOUR HOME
4. DEEP CLEAN
5. DE-PERSONALIZE



Kimberly Brechka
YOUR DREAM HOME NJ

Weichert
REALTORS®

Curb Appeal

CHECKLIST

Your exterior says a lot about how your home is maintained both inside and out. It creates a lasting impression when buyers drive by your home or view photos online. Show them that your property is well cared for. When buyers see an attractive exterior, they will be excited to view the interior as well.

Things to Consider...

What major repairs are needed?

What minor repairs are needed?

Make a list of what needs to be done.

Sweep or shovel walkways, driveways,
patio/deck (salt in the winter)

Maintain front, back and side yard.

Place flowers on your front porch (Seasonal)

Remove all festive lights and decorations



Kimberly Brechka
YOUR DREAM HOME NJ

Weichert
REALTORS®

Buyers want to fulfill a wish list, not a to-do List...

When buyers see a bunch of "fix-up" projects when walking into your house, they'll turn away faster than you can say "water damage." Often times it's not one big thing, but a lot of little things that turn buyers away. If there are problems and a significant to-do list, your house will drop to the bottom of their list, or attract an offer much less than what you're looking for. Present buyers with a complete package that is move-in ready – a home they can be comfortable and happy in.

Front Entrance:

How do the rooms look from where you are standing?
Does your entrance feel spacious?

Kitchen

How does the kitchen look and feel when you walk into it?
Determine what needs to be done if your kitchen requires some updating.
How do your cabinets look?

Living Room

Does this room feel inviting?
How is your furniture positioned?
Are there any repairs or upgrades needed in this room?

Dining Room

Are there any upgrades or repairs needed? How is the furniture positioned?

Family Room

What is the focal point in this room? Are there any upgrades or repairs needed? How is the furniture positioned?

Master Bedroom

Do you feel calm walking into this room? How is your furniture positioned? Are there any updates or repairs needed?

Master Bathroom

Are there any updates or repairs needed? Do you feel relaxed when you walk into this room?

UPDATES& REPAIRS

Take an objective look at your house to determine what updates and repairs are necessary. Establish a timeline and budget to determine what needs to be completed to improve the overall presentation of your home. Buyers today are looking to purchase a home that does not require work. They are also willing to pay more for a house that has been taken care of, so show them that your home is in turn-key condition.

Things to consider....

What is your timeline and budget?

What updates have you been putting off?

What repairs are needed?

Repair or replace even the smallest items.

What condition are your windows in?

What condition are your permanent light fixtures in?

What condition are your doors and trim in?

Do you have any holes or cracks in your walls?



Kimberly Brechka
YOUR DREAM HOME NJ

Weichert
REALTORS® 

Furniture Placement VS. Staging

Proper furniture placement helps present a room to its full potential. Keep in mind the traffic flow and how the buyers will walk through each room. Lighting is also a key factor. Turn on all lights for pictures and showings. When your furniture and lighting are properly placed, you show off the prime features and allow buyers to see the specific function of each room.

Paying attention to the following can be done on your own or by hiring a professional to "stage" your home.

How much furniture is in each room?

How is your furniture placed?

What size is your furniture?

What condition is your furniture in? Do you need to rent or purchase new furniture? How much lighting do you have in each room? What condition are your permanent light fixtures in?

PRESENTATION IS KEY!

REALTOR VS. FSBO?

Why you should always choose a realtor

LARGER NET PROFIT WITH A REALTOR

On Average, Realtors sell homes for 13% higher than FSBO's. That's \$13,000 more per \$100,000!

MARKETING TO QUALIFIED BUYERS

A Realtor will put your home into the MLS, so other Realtors can bring qualified buyers

SELL QUICKER WITH A REALTOR

On average, homes sold 19 days faster with a Realtor

PROFESSIONAL REPRESENTATION

A Realtor will represent you and have your best interests at heart, negotiating the contract, requests for repairs, etc.

HERE'S WHAT SOME OF YOUR NEIGHBORS HAD TO SAY ABOUT WORKING WITH KIMBERLY...

09/2018 Staci and Jordon
Bought and sold a Single Family home in Randolph

Kim is beyond amazing! Kim was our realtor for both buying and selling our house! Her professionalism, responsiveness, attention to detail, honesty and overall knowledge put us at ease every step of the way! Not to mention her impeccable design skills which were helpful for both staging and decorating tips for our new home. We were so lucky to have her as our realtor and couldn't imagine having anyone else by our side

8/2018 Heidi and John
Single Family home in Chatham

I would recommend Kim to anyone!! She was extremely responsive and anticipated our needs throughout the process. She has a lot of local knowledge that she leveraged to help us with various aspects of our move. It was a truly awesome experience working with Kim.

6/2018 Jamie and Luis
Single Familyhome in Oak Ridge

Kim made buying a home such a smooth process. We were first home buyers with zero knowledge. She was patient kind and so helpful. When we wanted to give up she kept our hopes up and taught us to trust the process. We now own our dream home because of her. You NEED someone like her on your side. She is now family to us and we will always be so grateful for everything she did for us.

5/2018 Ryan and Brian
Single Family home in Mendham

Kim is a total pro. She accommodated our quirks and last minute schedule changes. She was responsive and quick to get answers from the sellers' agent to our never-ending list of questions (first-time-buyers!). Our purchase could not have gone smoother, and we would recommend her to anyone.

HERE'S WHAT SOME OF YOUR NEIGHBORS HAD TO SAY ABOUT WORKING WITH KIMBERLY...

7/30/2018 Amanda and Endri
Single Family home in Mt Olive

Kim is just the best! She helped my fiancé and I find and buy our perfect first home. Kim graciously accommodated our schedule, showed us countless houses and was always honest with her opinions, which we really appreciated. She is very responsive and was so helpful throughout the whole process. Thank you Kim for being amazing and being so much fun to work with! We would highly recommend Kim to anyone we know!

4/2018 Stephanie and Eric
Single Family home in Andover

I honestly do not have enough kind words to say about Kim! From start to finish (only about a month and a half!) Kim went above and beyond to help us find and get into our dream home. She listened to what we wanted and took the time to show us different options all while keeping what we needed in mind. She has been a joy to work with and helped us sail through this process with ease and confidence. Thank you for all that you have done for us

10/2017 Keith and Nicole
Single Family home in Roxbury

Kim was recommended to us by a family friend, and I could not be more pleased with our experience. Kim's balance of passion, objectivity, and empathy helped my wife and I realize that we found the right real estate agent. Kim listened to our individual needs and continuously searched the market for properties that fit our parameters. Throughout the search, Kim was in constant contact with my wife and I, whether it was sending us new listings, or responding to our inquiries. She worked tirelessly until we found a home we fell in love with. Kim facilitated the bidding process and helped us to get the home within our budget. Even her loan officer and attorney recommendations were spot on. If you are searching for an agent, I would look no further than Kim.



Kimberly Brechka
YOUR DREAM HOME NJ



10/01/2017 Sophia and Ryan
Single Family home in Randolph, NJ

We just closed on our dream first home this week and it would not have been possible without Kim's expertise and proactive approach. Before we even found the house we knew found our ideal realtor. Kim was patient, knowledgeable, and most importantly completely understanding of exactly what we were looking for.

There is something so incredibly special about her personality that makes you know she has your best interest in mind and will do whatever it takes to get you that. I'm ecstatic that we are living in our dream home now, but definitely a little sad that the search with Kim has come to an end. She had really made the process fun and enjoyable. Anyone will be lucky to have her as their realtor!

08/31/2017 – Prem and Sonia
Single Family home in Branchburg, NJ

We had a great experience working with Kim. She was very professional and active in finding the homes that met our requirements. She is very thorough, skillful and responsive due to which we were able to buy a home in a multiple bid situation. We really trust her because she really looked out for us throughout the entire process. I highly recommend Kim to anyone buying a home.

08/07/2017 – Keith and Family
Single Family home in Lake Hopatcong, NJ

Kim was fantastic to work with. I couldn't have asked for a better more responsive agent. She made the process of buying my house so easy. She has a great can do attitude and was always available via email or text to answer any questions. She was able to provide me with great referrals for everything from the attorney to the home inspector. She is a full service agent. I would recommend her to anyone buying a home.



Kimberly Brechka
YOUR DREAM HOME NJ



Kim Brechka is a licensed Salesperson with Weichert Realtors working out of the Corporate Headquarters in Morris Plains. She comes to the real estate business after a successful career as an Emmy Nominated Television Executive and has found that her prior experience has helped her in servicing her client's needs. She is well-regarded in the industry for her attention to detail, professionalism, commitment to personal service and getting people exactly what they want. She treats EVERY client like a celebrity no matter what their budget is. Through patience, perseverance and knowledge of the marketplace, Kim will help you find the right town and the right home that works for you and your family. "There is no better feeling than seeing someone unlock the door to their brand new home!" She proudly represents buyers and sellers in the Morris County, NJ area.



Kimberly Brechka
YOUR DREAM HOME NJ

THINGS THAT WILL MOST LIKELY HAPPEN...

- The date on the contract will most likely change, it is a guesstimate and subject to many variables (attorneys timetable)
- The property might not appraise at what you are selling it for
- Agents will miss showing appointments, and not call or show up
- Appointments will be made and cancelled at the last minute
- Some showings will last about five minutes and some showings will last 3 hours
- Agents are going to make appointments at the very LAST minute
- Agents are going to knock on your door or even drive by, see you in the yard and ask if can they see your house (if this happens, call me)
- Expect some ridiculous requests from potential buyers
- Expect lots of lowball offers (at least it is a starting point)
- The good news...Your house WILL sell!



Kimberly Brechka
YOUR DREAM HOME NJ

Weichert
REALTORS