



Kimberly Brechka  
YOUR DREAM HOME NJ

# LISTING GUIDE



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**Kimberly Brechka**  
YOUR DREAM HOME NJ

# LISTING YOUR HOME

**Weichert**  
REALTORS

1625 Route 10 East,  
Morris Plains, 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 XO*



# 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.
8. Provide continuous comprehensive market information and recommend the best pricing strategy.
9. Market and promote your home in a professional manner.
10. Proactively solicit multiple offers.
11. Withhold any confidential information that will affect the sale of your home.
12. Respond to and resolve all issues quickly and timely.
13. Follow up with other agents who show your home.
14. Provide post-closing information and consulting services, and assist you with all future real estate needs.

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.

# MARKETING AND PROMOTIONAL PLAN



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

Schedule/Install yard sign and hire a professional photographer

STEP 01

Place your home on the local MLS and provide targeted marketing

STEP 02

Prepare color home brochures and just listed cards

STEP 03

STEP 04

Advertise your home on beneficial websites; Weichert.com, Zillow, Trulia, Realtor.com & over 100 other real estate websites, plus social media platforms. Promote Listing Nationally and Internationally.

STEP 07

Notify area neighbors

STEP 06

Help you stage and prepare your home

STEP 05

Notify area's top agents and Host Open Houses

# HOME SELLERS CHECKLIST



*"The way we live in a home is different than the home we need to sell."*

## 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?

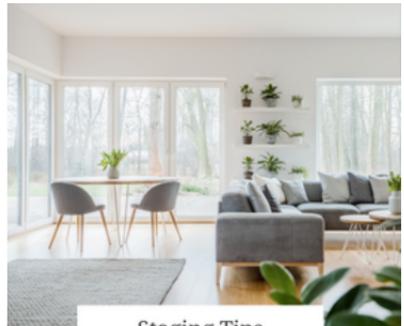
# PREPPING YOUR HOME TO SELL



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



### Staging Tips

#### “Float” Your Furniture

Pull furniture away from the walls to create groups within a room and to help with the traffic flow in and throughout the space.

# 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



## 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.

### Things to consider....

**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? 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?

## 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..**

## 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 time table)
- 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!**

# TESTIMONIALS

Thank you... 

Here's what some of your neighbors had to say about working with Kimberly... you can view more testimonials on our *Buy a Home / Sell a House* pages at [www.kimberlybrechka.com](http://www.kimberlybrechka.com)

**10/19 Catherine and Nick**  
**Long Valley, NJ**

Please stop looking for another realtor and contact Kim, she is the best! We were first time home buyers and never through the whole process did we feel like we were alone or didn't understand what was going on. Kim will walk you through every part of the process, from looking at homes in your price range (she is not pushy at all and respects your budget!), to putting in an offer (she is always in your corner to get the best deal), and to finally getting to that closing table. Absolutely no one else we would have wanted by our sides and on our side other than Kim. She makes you feel like family. If you don't believe us please look at all of her other fantastic reviews! Pick Kim you will not regret it!

**5/19 Kelli Lakicevic**  
**Long Valley, NJ**

Kim was an absolute GEM to work with! We switched realtors last minute and we're so lucky we found her when we did. She helped us sell our very first home and buy the home of our dreams! Kim never made us feel pressured or urged us to settle. Her communication skills are excellent and she was always there with an answer for you. She has become part of our family and we are so thankful for everything she's helped us with along the way! I highly recommended her to any and everyone looking to buy and/or sell their home!

**9/2019 Erica and Paul**  
**Roxbury, NJ**

OH MY GOSH! STOP LOOKING FOR ANYONE ELSE. Kim is absolutely phenomenal! I was a first time home buyer and she was literally my guardian angel. My family has no experience buying a home and Kim made the entire process flawless. From crazy texts to frantic phone calls, she always made me feel like I was her main priority (and she still does). Not once did I ever feel as though I was a client, I always felt like family.



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**Weichert**  
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Your Dream Home NJ proudly supports



Sell a Home,  
Save a Child



We donate a portion of every sale to this amazing organization.

If you'd like more information about the children or the organization you can find it here:

<https://www.sellahomesaveachild.org>