



# MILLION DOLLAR HOME BUILDER

## BRAKLOW CUSTOM HOMES, INC.

### JERRY AND KRISTEN BRAKLOW



What all began as an exciting idea and scribbles on a napkin at the Horny Toad Bar and Grill at the Lake of the Ozarks, ultimately materialized into an award-winning business. When Jerry Braklow, owner of Braklow Custom Homes, Inc., decided to take that proverbial leap of faith and get into the custom home building arena, he initially drafted a sketch for his first floor plan on a beverage napkin, and before the meal was over knew exactly what he was going to do: become a high-end custom home builder.

From conception to reality, Braklow Custom Homes, specializes in building custom luxury homes with million-dollar price tags within the Kansas City metro area, and as a result has created some of the most coveted floor plans in town.

“My passion has always been in architectural design and details,” he stated. A graduate of Kansas State University with a degree in International Marketing, Braklow initially began his professional construction career in the insurance restoration industry in Mesa, Arizona. Braklow was hired on by a company to provide marketing analysis, which quickly transitioned into a sales director role. When the company decided to expand into the Kansas City region, it was an obvious choice for Jerry to come back to his roots.

In 2005, Braklow and his father started their own fire and water damage restoration company called ServiceOne Cleaning & Restoration, Inc., of which Braklow was the President.

“I basically pulled my dad out of retirement and needed a financial backer,” Braklow laughed, illuminating that sometimes the best lessons in life are lived, not just observed. “Truthfully, those were the best lessons I learned in business and in life...and who better to learn how to run a business with than your dad? He’s the reason I’m where I am today.”

Eventually after seven years and countless hours of hard work, Braklow and his father sold the restoration business. “My dad finally got to retire again,” Braklow laughs. “Just this time, he’s a lot richer!”

So when that beverage napkin became home to an idea, Braklow knew exactly how to proceed.

“Who would have thought after drafting that initial floor plan on a napkin it would become a reality this quickly?” he mused.

Braklow literally charged right into the home building trade where his passion for architectural design and detail finally found a home.

Now recognized as one of the top 10 custom home builders in the metro area, Braklow’s designs can be found in numerous Johnson County subdivisions, including Mills Farm, Mills Crossing, Arbor View, Cedar Creek, and Polo Fields.

With offices in southern Overland Park, Braklow works with an amazingly talented and dedicated team of managers and craftsmen that all share in his dream and passion for homebuilding. He also works in tandem with an architect and an engineer on retainer, of which initial designs and drawings are drafted and engineered accordingly.

An integral part of the team is Braklow’s wife, Kristen, also a Kansas State University graduate with a degree in Marketing, who is an experienced real estate broker, licensed in Kansas and licensed as a sales agent in Missouri. Additionally, she is the daughter of Phil Summerson, a highly-respected Realtor in the Kansas City area. Because she was raised in a real estate family, Kristen brings a cornucopia of knowledge to clients and has closed in excess of \$220 million in residential real estate for The Phil Summerson Group, an independently-owned affiliate of Better Homes & Gardens Kansas City Homes.

“Kristen provides multiple design attributes and interior finishes on our homes, ensuring the best in materials and finishes are being used,” said Braklow. “She assists all of our clients with design selections and assists directly with our vendors, continually staying on top of the latest design trends.”

Her eye for detail and commitment to delivering the highest level of customer service, materials and finishes are what keeps her on the leading edge in the industry. Her knowledge, skills, expertise and passion are what make her one of the best in the field and she thoroughly understands exactly what customers want, delivering the utmost in satisfaction every single time.



At Braklow Custom Homes, quality craftsmanship that showcases luxury can be seen at every turn. No matter what design style a client desires, Braklow is committed to providing the highest level of finishes within the client’s specific price range.

But it is not just about the craftsmanship. Braklow has a specific construction process that is designed to provide clear and concise communication for the client. With its step-by-step production management system, both the builder and the homeowner can effectively communicate throughout the building process, including the review of design selections, signing change orders and viewing pictures of the home’s progress. Open, honest, and effective communication is at the foundation of each and every project.

“Our clients are very happy with us,” noted Braklow, who doesn’t hesitate when it comes to expressing what he finds most rewarding about this business.

“One of the greatest joys for me is taking something from raw ground and turning it into a masterpiece,” he reflected.

Braklow Custom Homes offers a unique 1/2/5 warranty, which includes a one-year craftsmanship warranty; two years on mechanical components; and five years on the structure. All warranties are done in-house. They also do a 30-day walk through and a one-year walk-through.

“I always come over after a house is built,” noted Braklow, offering that the relationships he builds with his clients often materialize to new and lasting friendships along the way.

Braklow also serves on the Board of Directors of the Home Builders Association of Kansas City. ■

FOR ADDITIONAL INFORMATION ON BRAKLOW CUSTOM HOMES, VISIT THEM ONLINE AT BRAKLOWCUSTOMHOMES.COM OR CALL 913.375.5531

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Custom Homes, Inc.  
**913.375.5531**  
BraklowCustomHomes.com