

THANKS

for starting your real estate search with **UnderdownBall**. Few businesses are as personal as real estate, primarily because it involves helping clients make what is typically their largest single lifetime transaction – whether they're buying or selling their home.



MARKETING EFFORTS to make your home STAND OUT

1 TEAM APPROACH: The UnderdownBall team works together and is well trained in customer service, sales and negotiations.

2 PHOTOGRAPHY: We use experienced, local photographers for professional photos to showcase your home in the best light.

3 YARD SIGN: Our neat yard sign will show your home is professionally represented and not detract from its curb appeal.

4 BROCHURES: The simple, concise design of the ub brochure will showcase your home in the best possible way.

5 WEB PAGE: We build your property a custom web page showcasing all the features of your home using high-resolution photos and virtual tour video.

6 PREMIER EXPOSURE: in the Multiple Listing Service (MLS), which feeds online sites such as Zillow, Realtor and Trulia.

7 VIDEO: A poplar means for advertising your home, it gives agents and buyers an opportunity to experience your home by showing a different perspective of the layout and floor plan.

8 JUST LISTED | OPEN HOUSE PROMO: showcasing your home to agents, buyers and neighbors.

9 PR: Pitch home to various media outlets.

10 NETWORK WITH TOP AGENTS: giving them a broker heads up of the new listing.

11 EMAIL BLAST: Clean, simple, direct emails that feature your home to agents and buyers.

12 PREPARING YOUR HOME: We will recommend ways to de-clutter, stage and clean to help sell your home.

13 FEEDBACK: From agents and prospective buyers to fine tune home selling strategies.



HOME SALE TIMELINE

Pre-listing

- Schedule an appointment
- Meet with the UnderdownBall team
- Discuss best strategy for selling
- Formal listing presentation
- Executed sales agreement
- Property evaluation | pre-inspection | appraisal
- Design team walkthrough
- Market analysis completed
- Sales price established

Listed and Active

- Marketing | PR campaign started
- Professional photography taken
- Signs installed
- Submitted to multiple listing service
- Property page launched on ub website
- Property brochure delivered
- Direct mail campaign launched
- Print campaigns launched
- Telephone campaign started
- Email campaigns started
- Office preview, broker preview
- Mega open house

Under Contract

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes

Sold

- Refer friends to UnderdownBall