

# 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