

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.



ub Team (L-R) Danna Bullock, Robert Ball, Eris Ball, Claire St. Cyr, Bob Ball, Laurie Milligan

Our brokerage services assist clients looking to buy or sell residential homes, agricultural land, lots and acreage, commercial and industrial properties as well as special-purpose properties.

Selling | Let us help you price and prepare your property for sale. We'll also market your real estate effectively for a timely sale at the right price.

Required by North Carolina Real Estate Law, real estate brokers must disclose who they work for and how they may represent you. For a copy of the Working with Real Estate Agents brochure, visit ncrec.gov/Forms/WWREA/WWREADisclosureForm.pdf

REASONS TO WORK WITH UNDERDOWNBALL REAL ESTATE

- Knowledge, understanding and care of the local real estate market.
- Access to market research and the skills to do a comparative market analysis that includes recent sales and active listings to help price your property.
- Access to Multiple Listing Service (MLS) & Co-Star LoopNet, Crexi - databases of properties for sale that make information about your property instantly available online to real estate agents worldwide.
- Get your property ready for sale and suggest ways to help sell your property.
- Help prepare all real estate paperwork.
- Create dynamic marketing pieces, including print and online media
- Offer marketing opportunities including broker and general open houses
- Networking with clients and other agents to identify potential buyers
- Understanding of real estate laws
- Responsive communication
- Strong negotiation skills
- Explanation of listing and selling process
- Problem-solver mindset
- Motivated and hard working
- Transparent and honest
- Attention to detail
- Technological savvy

CLIENT REVIEWS

"After listing and ultimately selling my historic property with UnderdownBall, they gave me the professional service I expected and went above and beyond by staging my property. Their creativity really sets them apart, and I always felt like I was in good hands...a really pleasant process all around."

– **D. Lyon**

"I enjoyed working with the team at UnderdownBall. They were in constant communication with me and kept me updated throughout the process until my house sold. Not only were the team of UnderdownBall successful in selling my house, they were wonderful to work with. Their creativity, compassion, and professionalism from the list date to the closing will surely establish this realty company as a leader in Elkin's real estate market." – **E. Barr**

"I highly recommend Underdown Ball Real Estate Agency. They helped me manage my commercial building for a long time and sell it. They also helped me sell my house in Elkin and buy a new home in Winston-Salem. Thanks for all your services." – **Connie S.**



UNDERDOWNBALL Real Estate Services

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UNDERDOWNBALL

Real Estate Services

BROKERAGE FOR SELLERS

Residential | Commercial | Land



welcome

to **Underdown, Ball & Associates, LLC** – a full service real estate company. We're focused on providing clients the necessary components – a proven sales approach, effective marketing campaign, networking and innovative technology – to maximize the exposure of your property for a successful real estate transaction. Take a look at our agents and services.



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PREPARING YOUR PROPERTY FOR SALE

The first impression is the only impression

- Do a pre-inspection to identify what needs to be fixed and fix it before offering your property for sale
- Fix anything that needs repair
- Maintain your lawn, garden and shrubs
- Touch up exterior and interior paint if it's flaking or peeling
- Have the chimney for both the furnace and fireplace checked and cleaned
- Clean every room
- De-clutter and de-personalize
- Clean out closets and storage rooms
- Wash the windows
- Price it right
- Let the light in - remove heavy drapes or blinds
- Light it up – turn on the lights
- Conceal the pets – remove litter boxes and barking dogs
- Remove excess clutter
- Complete and have available all necessary paperwork
- Have available helpful information, such as HVAC, utility costs, plumbing, etc.
- Always be ready to show

MARKETING EFFORTS

to make your property 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 property in the best light.

3 YARD SIGN: Our neat yard sign will show your property is professionally represented.

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

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

6 PREMIER EXPOSURE: in the Multiple Listing Service (MLS) and/or Co-Star LoopNet, Crexi which feed online websites.

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

8 COMING SOON | JUST LISTED | OPEN

HOUSE PROMOS: showcasing your property to agents, buyers and neighbors.

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

10 EMAIL BLAST: Direct emails that feature your property to agents and buyers.

11 PREPARING YOUR PROPERTY: We will recommend ways to de-clutter, stage and clean to help sell your property.

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

PROPERTY SALE TIMELINE



Pre-listing

- Schedule an appointment
- Meet with the UnderdownBall team
- Discuss best strategy for selling
- Formal listing presentation
- Execute listing agreement
- Property eval, pre-inspection, appraisal
- Market analysis completed
- Sales price established

Listed and Active

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS/Co-Star LoopNet listing services
- Printed and online media delivered
- Office preview, broker preview
- Open house
- Schedule showings through showing time service

Under Contract

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

Sold

- Connect utilities
- Move In
- Refer sellers to UnderdownBall