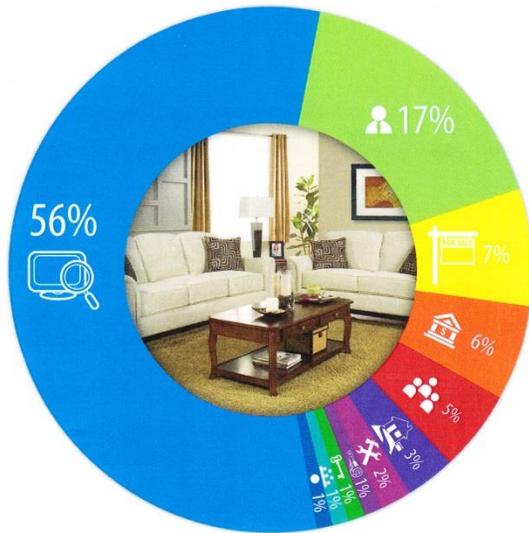


THANKS

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.

FIRST STEP TAKEN IN HOME BUYING PROCESS



56% internet (home searches & research)
17% realtor
7% call on yard sign
6% contacted a lender
5% friend/relative/neighbor
3% open house
2% new builder
1% local newspapers & magazines
1% knew the seller
1% home buying seminar
1% other

Source: National Association of REALTORS® | Profile of Home Buyers 2013

MARKETING EFFORTS

to make your home STAND OUT

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

2 PHOTOGRAPHY: Using professional and experienced local photographers will showcase your home in the best light.

3 YARD SIGN: With our clean branding, our sign will show your home is professionally represented and not detract from its curb appeal.

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

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

6 PREMIER EXPOSURE: in MLS, on Zillow.com, Realtor.com, Trulia.com, Homes.com

7 VIDEO: A popular 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: to showcase your home to agents, buyers and neighbors on its market launch date.

9 PR: Pitch home to appropriate media outlets.

10 NETWORK WITH TOP AGENTS: to give them a broker heads up of the new pre-market listing.

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

12 STAGING: and de-cluttering are proven to help sell homes.

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
- Refer friends to UnderdownBall