
Jason, Truman & Michele
THE
For Sale by Owner Specialists
OFFERED BY:
TRUMAN BALL™
& ASSOCIATES • REALTORS
455-8444
SOLD
The Finest, Most Friendly For Sale by Owner Program on the Market!

# Mission Statement



Scott Cobb
Team Leader

Many agents think their most important job is satisfying the customer. I don't think that's true. I believe that satisfying the customer is the minimum requirement for staying in business. My team and I work constantly to improve our systems, process and services to go well beyond the standard level of "service" provided by most agents.

Simply put, our objective is to get you the most money in the least amount of time and with the fewest hassles. We want to provide the best service in the industry. Period!




Truman Ball, Founder

# Great Services We Provide

## Try this Special No-Risk Offer!

Put more money in your pocket with these services exclusively with **The Ball Team**. Most brokers will charge you the same fee, no matter how your home sells—*even if **you** find the buyer*. with **The Ball Team** *you have complete flexibility*— from Full Service to Do It Yourself**.**

**0%**

You find the buyer.
You call to notify us and we terminate the relationship.

You pay no commission: 0%

**2%**

You find the buyer. We write the contract and walk it through to the closing for you.
There is no other agent involved.
The commission is just 2%

**3%**

We find the buyer, write the contract, and walk it through to the closing for you. There is no other agent involved. (Prior to listing your property).
The commission is 3%

*****Flexible Listing Fee based on List Price*****
**Your Property sells through the Multiple Listing Service and the commission is shared with another agent.**

**Scott Cobb & Michele Ball James**
Truman Ball & Associates Realtors
10402 Stagecoach Rd. Suite I * Little Rock, AR 72210
501-455-8444 * 501-529-8555
FSBO Website: *www.ByOwnerCentralArkansas.com*
The Ball Team Websites: *www.GoBallTeam.com*
*www.TrumanBall.com*

THE BALL TEAM
TRUMAN BALL
& ASSOCIATES • REALTORS



# WHY FSBOs ARE OFFERED LESS FOR THEIR PROPERTIES



*Buyers know the seller is not paying a commission.*



*FSBO properties attract bargain hunters and speculators.*



*Buyers, unsure of property values, will offer less.*



*Buyers have no one to help them make a decision.*



*FSBO properties have less exposure to potential buyers.*

**Scott Cobb & Michele Ball James**
**10402 Stagecoach Rd., Suite I, Little Rock, AR 72210**
**501-455-8444 * 501-529-8555**
**theJamesTeam@trumanball.com**
**FSBO website: *ByOwnerCentralArkansas.com***
**The Ball Team websites: *GoBallTeam.com***
***TrumanBall.com***

# Meet The Ball Team...




**Scott Cobb, Team Leader**

Jamie Skinner, Principal Broker

Jerry Harrington, Listing Specialist

Shelley Allen: Buyer's Specialist
Therese Bymers: Buyer's Specialist
Buffie Howard: Buyer's Specialist
Ladonna Ignatiuk: Closing Coordinator
Michele James: FSBO Specialist
Tammy McCorkel: Buyer's Specialist
Gloria Quezada: Buyer's Specialist

Pam Smith: Listing & Marketing Asst.
Jane Smith: Buyer's Specialist
Joy Tucker: Client Care Coordinator
Gene Walker: Courier

# ***The Ball Team*** **offers the following items to you FREE of charge as a "For Sale by Owner!"**

1. Moving Van (based on availability)
2. Packing boxes: a few to help you get started
3. Comparative Market Analysis (CMA)
4. Exposure on our For Sale by Owner website
5. Digital photo of your home
6. Notary Public, copies and faxes
7. Lead Base Paint Disclosure
8. Owner Property Disclosure
9. Real Estate Contracts
10. *Getting Your Home Ready* Report
11. Referral to some of the area's top real estate service providers that will be vital to you in selling your home

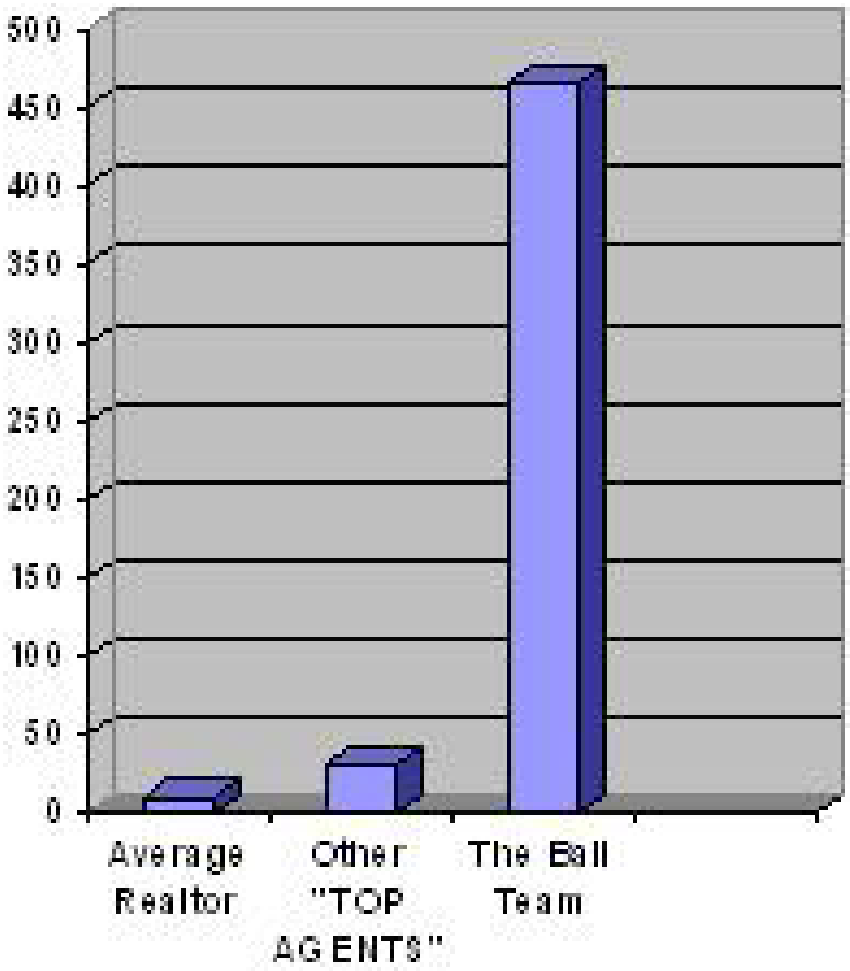
Our goal is to demonstrate the benefits of working with our Team. Perhaps you will choose to become a client; even if you don't, you'll be so impressed with our service that you will recommend us to a friend. We really do want to help you!

Please feel free to call if we can be of assistance to you.

The Ball Team
455-8444

THE BALL TEAM
TRUMAN BALL
& ASSOCIATES • REALTORS

# The Ball Team vs. Other Realtors




**466 Closed Transactions in 2005!**

**The Ball Team sells a house every 19 hours!**

**We can sell yours.**




Think for a minute... this is just 50 of the details that need to be handled from the time a property is listed to the time the property is closed. Look at the process as a Tug of War. You are pulled in so many directions. Who do you want pulling for you? Do you want the single agent trying to do everything or a large team (The Ball Team) that is staffed to handle every aspect of the sale? It is broken down into systems, with each person doing his/her part. Using the TEAM approach, we closed 466 transactions in 2005, compared to 12, like the average single agent.

***Hire The Ball Team. If you don't like us, fire us and you owe us nothing!***

# Legend for "Tug of War"

1. Set listing appointment.
2. Physically preview the property.
3. Measure for accurate square footage.
4. Visit with sellers about details.
5. Take photos of property.
6. Prepare market analysis.
7. Revisit sellers regarding price, marketing plan, etc.
8. Get paperwork prepared for sellers to sign.
9. Get tax and legal information on property.
10. Place listing information in Multiple Listing System (MLS).
11. Give all agents in the office a copy.
12. Prepare and print fliers.
13. Start marketing plan.
14. Write the ads for magazines.
15. Put up signs, flyer box and lock box (usually within 24 hours).
16. Place ads in top real estate magazines.
17. Take calls from our ads.
18. Return calls from the 24-hour hotline.
19. Meet with buyers and work on pre-qualifying buyers.
20. Show property to potential buyers.
21. Write the contract (consists of several forms).
22. Present contract to seller (usually over phone).
23. Write counter offer (if required).
24. Go back and forth until the offer is accepted or totally rejected.
25. Check flyer boxes and keep them filled.
26. Communicate progress information with seller at least every 2 weeks during a listing period.
27. Keep sellers informed on progress once the offer is accepted.
28. Keep everyone on buyer's side headed to closing. This requires many, many, many phone calls to the lender, buyer, seller, agent, title company, termite company, appraiser, home inspector, etc.
29. Coordinate home inspection.
30. Negotiate repairs.
31. Coordinate appraisal.
32. Work with appraiser if appraisal is low. You need someone that knows the market very well. Truman has 26 years of experience in this area.
33. Relay all paper work to the title company (the closing agent).
34. Work closely with the closing agent to get property closed.
35. Coordinate termite inspection.

36. Coordinate repair issues from appraiser and home inspection.
37. Coordinate loan and title requirements.
38. Set closing time acceptable to all involved.
39. Attend closing.
40. Put up sold sign.
41. List in MLS as closed.
42. Do final paperwork after closing (there are many steps here).
43. Store the file.
44. Put buyer and seller in database.
45. Keep copy of closing numbers (HUD 1) to mail to the seller at the end of the year for tax purposes. (No other companies do this.)
46. Pick up signs, lock box, flier box and hotline sign.
47. Coordinate getting the keys to the buyer.
48. Coordinate shutting the utilities off and/or on.
49. Coordinate use of our moving van. (One of only three agents in Central Arkansas that have one.)
50. Provide moving boxes to help with the move.

The 50 items listed above are just a part of everything that agents have to do. The question is, "Do you want a single agent (or even one with 2 or 3 assistants) to handle your transactions, or a large team (such as The Ball Team) to handle them where each person has his own area of expertise to make sure it happens for you?"

## You Get 14 of Us for the Price of 1.



**Whether it's helping you open a jar of pickles,
or assistance in selling your home,
please allow the Ball Team to lend
you a helping hand!**

**Thank You,**


**Michele James**

**529-8555**


OFFERED BY
TRUMAN BALL & ASSOCIATES • REALTORS
455-8444

The Ball Team

Things you will need to take care of as a For Sale By Owner:

1. Needs, timing and motivation.
2. Search the Multiple Listing Service (MLS) computer system for the overall market picture, area market picture, competitive properties currently on the market, competitive properties that are under contract, competitive properties that are withdrawn or expired (unsuccessful sales) and competitive properties that have been sold in the past 6 months.
3. Research all comparable active properties.
4. Review all comparable properties and information on homes in the area.
5. Prepare Comparative Market Analysis (CMA).
6. Sellers Addendum.
7. Complete the Seller's Property Disclosure.
8. Plan Marketing Strategy.
9. Possibility of providing a home warranty to make the home more attractive to buyers.
10. Select a Price
11. Establish detailed showing instructions.
12. Complete loan company information including loan number and mailing address for lender.
13. Complete Homeowners Association information.
14. Collect improvement location certificate, if Applicable.
15. Order Title Work
16. Determine if the reissue rate is applicable
17. Take pictures of the property.
18. Research the year the home was built through the county records.
19. Check for signatures on all paperwork.
20. Process all paperwork: Seller's Property Disclosure, Closing Instructions, etc.
21. Call the county school district for assigned elementary, middle, and high schools.
22. Call Public Service Company's to ascertain the average utility bill.
23. Note all property inclusions and amenities.
24. Note all property exclusions.
25. Research the Homeowner's Association fees.
26. Order a copy of the Homeowner's Association By-Laws.
27. Order a copy of the Homeowner's Association rules and regulations.
28. Research the service provided under the Homeowner's Association fees.
29. Call the agents representing the Buyers.
30. Review current appraisal, if applicable.
31. Deliver Signage and place it prominently for high visibility.
32. Install Brochure Box.
33. Create a Marketing brochure and write various ads with the Seller's input.
34. Submit ad to Magazine.
35. Layout all ads for Magazine.
36. Write article for the Magazine.
37. Proof Magazine for Printing.
38. Approve proof or make appropriate changes.
39. Complete homeowner warranty application, if applicable.
40. Mail the homeowner warranty application.
41. Receive verification of homeowner warranty and file it.
42. Provide marketing data to the buyers.
43. Open House?
44. Write ad for Open House.
45. Gather signs for the Open House.
46. Place signs in area for Open House.
47. Ask guests to sign in for Open House.
48. Write Thank You notes to all that attend.
49. Call each person after Open House and ask for feedback.
50. Write ads for Marketing.
51. Check on market conditions weekly.
52. Check new listings and price reductions for the week.
53. Pre-qualify all buyers.
54. Price changes as needed (at two weeks no showings or ten showings with no offers).
55. Change price on all brochure and in magazine.
56. New brochures and magazine upon each price reduction.

# 2nd page of the FSBO List

1. Work net sheets on all offers.
2. Review all offers.
3. Discuss buyer's qualifications.
4. Contact lender for the Buyer's qualification status and the status of the loan.
5. Negotiate offer
6. Review offer.
7. Closing Instructions.
8. Accept, amend, or counter the offer.
9. Ensure that both parties sign the contract.
10. Fax contract to Buyer if they are out of town.
11. Send overnight delivery, if necessary, to obtain original signatures.
12. Fax a Copy of contract and counter to the title company.
13. Fax a Copy of contract and counter to the lender.
14. Deposit Earnest Money at Title Co.
15. Coordinate closing with Buyer and Lender.
16. Provide comparable sales for appraiser.
17. Schedule appraiser.
18. Set a time that the appraiser can obtain access.
19. Meet appraiser at property if necessary.
20. Call lender to review appraisal and conditions.
21. Arrange to have all the appraiser's conditions met in a timely fashion.
22. Obtain bids on conditions if necessary.
23. Coordinate repairs with repairmen if necessary.
24. Follow loan processing through to the underwriter.
25. Contact lender weekly to track processing.
26. Order loan payoff statement.
27. Order title insurance commitment.
28. Notify buyer if there are any problems.
29. Contact inspector and set an appointment.
30. Be absent during the inspection.
31. Obtain a copy of the inspection report.
32. Obtain a letter of requirements
33. Negotiate all items.
34. Type Addendum to all inspections items.
35. Ask for bids on any and all inspection requirements.
36. Report findings on bids
37. Coordinate all items to be repaired.
38. Obtain receipts showing payment for work completed.
39. Confirm that Buyer signs the Seller's Disclosure.
40. Negotiate the payment and completion of all required repairs on the inspection with the title company.
41. Complete pre-close action plan.
42. Obtain a copy of a death certificate if it is an estate sale.
43. Notify the title company of home warranty application number prior to closing.
44. Receive loan approval.
45. Inform Title Company of loan approval.
46. Bring Driver License to closing
47. Bring all keys and garage door openers to closing.
48. Call Title Company and set date, time and location of the closing.
49. Notify buyer of date, time, and location of the closing
50. Notify lender of date, time, and location of the closing
51. If anyone is unable to attend the closing at the specified time re- schedule and repeat entire process.
52. Notify lender of any changes
53. Notify Title Company of any changes.
54. Schedule final walk-through of property for the Buyer.
55. Request closing figures from the title company.
56. Review figures from the title company.
57. Make any changes necessary and notify the Title Company and lender of the changes.
58. Give a copy of the figures to the Buyer.



As a For Sale By Owner,
finding a buyer
can sometimes feel like searching
for a needle in a haystack.

Please allow us to help you
out of the hay and on your way!

Michele Ball-James
529-8555

The Ball Team
Truman Ball & Assoc. Realtors




# Buy or sell a home with The Ball Team and you'll feel like a Million Bucks!

## 455-8444

# This letter goes with the Million Dollar Mailout

You may be wondering, “Why is “The Ball Team” still so eager to assist me in the sale of my home?” We can answer that quite simply. We want to be the REALTOR you think of first! Studies show that 90% of For Sale by Owners eventually employ an agent. When you decide that selling your home yourself is just not working, we want to have the opportunity to provide our services. Or, perhaps, you’ll need someone to help you find the right home for you to buy. At the very least, you may know family, friends, or coworkers who want a hard working, ethical, and detail-oriented team to facilitate their home buying or selling needs. Again, we want to be the name you think of first.

If we are so willing to help you before we’ve entered a contractual relationship, just think what we can do for you once we have solidified a working relationship. We know you’ll see what a big difference we can make in the sale of your home.

Sincerely,
Michele Ball James
529-8555
455-8444
thejamesteam@trumanball.com



Bees will be buzzing when our SEEDS of marketing are planted in the real estate market for you!

***So....Forget Us Not!***

Michele Ball-James
529-8555





# We Love to Sell Homes!



## The service and results you get with the Ball Team will...

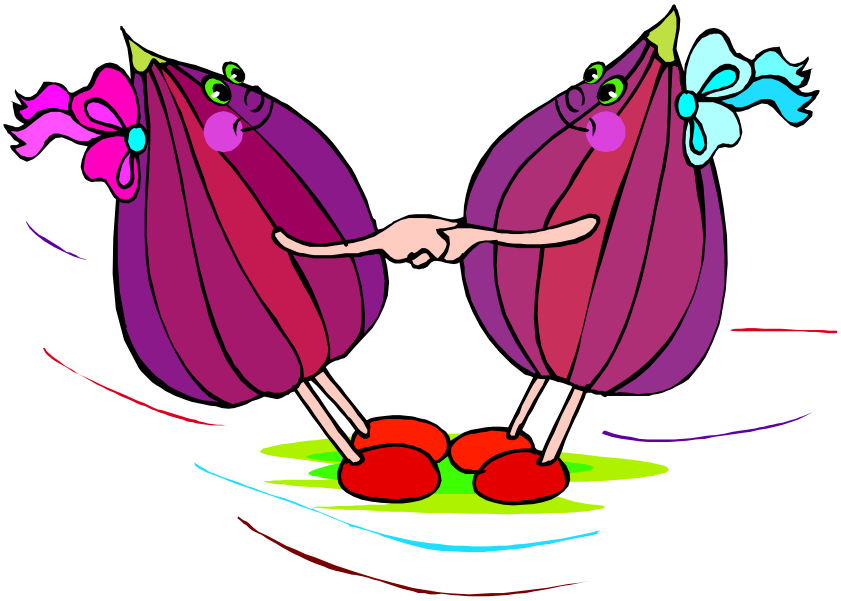
## POP YOUR SOCKS OFF!




Michele Ball-James
529-8555


THE BALL TEAM
TRUMAN BALL
& ASSOCIATES • REALTORS

The Ball Team



Let us help you FIGure out
a solution to all your
real estate needs!

Thank you,

Michele Ball James
529-8555

THE BALL TEAM
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& ASSOCIATES • REALTORS

The Ball Team

# LETTER TO GO WITH

# FIG NEWTONS

Hi!

We hope things are going well for you. We know you must get contacted often by realtors who want to list your home. “For Sale by Owner” sellers must deal with an onslaught of calls and mailings. Most of these contacts are mirror images of one another. We are sure that you must get tired of the same old approach, over and over.

Our intention is to help you in whatever aspect of real estate that you need us most. We would be happy to talk to you about the current market value of your property and discuss more effective ways to market your home. And we are here to help you on the buying end too. Deciding where to go once the home is sold can be just as difficult as the sale.

We would love to sit down and chat with you sometime soon. Please call or contact us anytime. We want to help you in any way we can.

Sincerely,

Michele Ball James
529-8555
455-8444
Truman Ball & Associates Realtors

# Gift Certificate

For: A FREE consultation with an Interior Designer at your home as a For Sale by Owner.

$50.00 VALUE

From: Truman Ball & Wendy Jackson
Truman Ball & Associates Realtors
312-8444 * 455-8444 * 350-8444 * 258-3164

# Certificate

The Use of Truman's Moving Van **FREE** For 48 Hours

and a few moving boxes to help you

get started with your packing when you sell your home by owner.

**No Strings Attached!!**

**$150.00 Value**

**501-455-8444**

OFFERED BY
TRUMAN BALL
& ASSOCIATES • REALTORS
455-8444






Request HFL _____ Appointment Date: _____

Request CMA _____ Time: _____

Day: _____

# FSBO FORM

Name: _____

Address: _____

Phone #'s: _____

Referred by: _____Source: _____Date: _____

Description of Home: # Beds_____# Baths_____YRB_____

Price: $ _____ Square Ft: _____ Gar/Carp: _____

Upgrades or Additions: _____

_____

_____

_____

_____

_____

_____

_____

_____

Directions: _____

_____Subdivision:_____

Contacted Date: _____Thank You card sent: _____

Entered into System or SCO: _____ Date: _____

Comments: Desired Move date: _____Where:_____

_____

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_____

Date: Correspondence:

_____

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# 4TH DAY LETTER

Thank you for taking the time to speak to us about your property. You seem to have everything under control with the sale of your home. Since your home is probably your largest asset, you may require some assistance in what is a complicated transaction, to protect your financial future. I have enclosed several things sellers need to take care of as a For Sale by Owner. There are a lot of them but don't let it be overwhelming. You can work through it.

I truly hope this project of "For Sale by Owner" works for you. Sometimes it works out and that is great. I don't blame you for trying to save the Real Estate fee. The problem comes when the buyer tries to save that same fee by offering you less. Just be tough in your negotiating and hopefully you can save all or most of the fee for yourself.

If you ever need help or have questions, give me a call.

Sincerely,

Michele Ball James
529-8555
455-8444
thejamesteam@trumanball.com

# 8TH WEEK LETTER

Hello!

We know that you are probably skeptical about using a real estate agent. That's why you have been trying this long to sell your home on your own. But we are not the typical real estate agents. We utilize a team approach, unique marketing systems, and the latest technology to sell your home quickly and for top dollar. You go to a professional because that is their expertise. Selling homes is ours. We want to help you sell your home, because we know you want to move on with your life instead of wondering if, when, or how your home is going to sell. So if you are planning to talk to some agents, we hope you will put us at the top of your list to call.

We hope the information we have been sending you the past few weeks has been helpful. We also hope you'll feel free to take us up on our offer for you to call in for assistance.

As always, if there is anything we can do for you, a friend, or family member, don't hesitate to contact us.

Sincerely yours,

Michele Ball James
529-8555
455-8444
thejamesteam@trumanball.com

# WE PAY

# 33½%

# FOR YOUR REFERRALS!

- **The Greater Little Rock, Arkansas area is growing rapidly and people are relocating here from all over the U.S.!**

- **Our market is hot and our reasonable prices mean greater value for your client's dollar!**

***We'd love to help your buyers and sellers!***

**When you send your referrals,**
**mention Star Power and receive a**

## 33½% referral fee

**upon successful closing!**

**Call us Toll Free: 1-877-455-8444**
**Or Email: info@TrumanBall.com**

THE BALL TEAM
TRUMAN BALL
& ASSOCIATES • REALTORS