



The **Ballhomes.** Advantage

A Homebuyer's Shopping Guide

The Ball Homes Advantage

A Homebuyer's Shopping Guide

• Our Story	2
• Open House Schedules and Maps	4
• Where to Find Us	6
• Making It Easy	
Our Trade Program	8
Our Contingency Policy	9
Incentives	9
• The Ball Advantage:	
Quality	10
Custom	14
Comfort	16
• Quick Move and Quick Start Homes	18
• Build to Suit	19
• Options and Customizations	20
• Testimonials	27
• Community Directories	32



Our Story



Ball Homes has been making dreams come true since 1959. Incorporated by Don and Mira Ball more than fifty years ago, this family-owned and operated business is now operated by Don, Mira, and the second generation of Ball management. Ray Ball is the company's president, and Mike Ball and Lisa Ball are vice-presidents.

As a consistent leader in Central Kentucky's homebuilding field, Ball Homes has built more than a thousand homes in a year, and has built thousands of homes in Kentucky neighborhoods. In the 1990's the company expanded its strong Lexington base into the surrounding communities of

Versailles, Georgetown, Winchester, Nicholasville, Midway, Paris, and Richmond, and most recently, in Frankfort. In 1997 Ball Homes began building in the Louisville area, starting with nine lots in one neighborhood and growing rapidly to be one of Louisville's best-selling builders. Ball Homes also built homes in the Knoxville, Tennessee area in the 1990's, and in 2011 began to offer new locations in West Knoxville and Loudon County.

Ball Homes can be spotted all over the Lexington area. Current Lexington neighborhoods include Bryant Oaks Villas and the Reserve at Bryant Oak, Glasford, and the ongoing development of Chilesburg, Willow Bend, and Masterson Station/Greendale. In Central Kentucky, Ball Homes can be found in Rocky Creek Farms, McClelland View, The Abbey at Old Oxford, and Pleasant Valley in Georgetown. Ball Homes builds in Hampton Ridge in Richmond, in the Maples in Frankfort, and in four Versailles locations. In the Louisville area, Ball Homes has built in neighborhoods that include Wolf Trace, Worthington Place, Beckley Station, The Reserve at Glenmary, Copper Ridge, and the Polo Fields. Homes are now available in Cooper Farms, Cedar Glen, Cedar Meadows, Washington Green, Chatham Park, Urton Woods, Notting Hill, Arlington Meadows, and Williamsgate. Current Knoxville locations are the Falcon Pointe, Greenbrook, and Silver Oak, located near the lake recreation areas of West Knoxville.

Ball Homes is proud to build homes that are for everyone—they offer high quality, great floor plan selection, and a wide variety of highly customized options, all at attainable prices. They build in a variety of neighborhoods, and for a diverse group of people. Many Ball Homes customers and their families, some of whom are living in their second and third Ball Homes, have grown with the company as their needs and lifestyles changed, taking advantage of the larger and more customized floor plans and option selections offered. Ball Homes has been honored to be voted Favorite Homebuilder in the Lexington Herald-Leader's Readers' Choice Awards each year, beginning in 2008 and continuing through 2013.

Recognizing the need for a locally owned and operated full service real estate company, as well as a desire on the part of homebuyers for the convenience of a "one stop shopping concept", the second generation of Ball family management decided in 2003 to further expand by opening Milestone Realty Consultants, which currently serves the Central Kentucky market, with offices in Lexington and Georgetown. Milestone is a full service real estate company representing several builders in addition to Ball Homes, and private home sellers as well.

In all areas where we build, we continually strive to partner with those local real estate professionals who can best provide exceptional service to all of our homebuyers. Our Louisville division is marketed by Prudential Parks and Weisberg, and our Knoxville locations by J. Honeycutt Real Estate.



A FAMILY OF COMPANIES

Ball Homes is affiliated with Milestone Realty Consultants (Central Kentucky), Walden Mortgage Group (Central Kentucky and Louisville), and the property management company Ball Realty (Central Kentucky), creating a network of related home services businesses housed in a single location and sharing a common vision and cooperative philosophy.

New to Ball Homes in 2006 was an exclusive Trade Program, which allows homebuyers “trade in” their current Central Kentucky home for a new Ball Home. Since the first event in 2011, Ball Homes has participated in the New Home and Remodeling Marketplace at the Kentucky Horse Park, beginning what promises to be an annual tradition.

As a member of the local homebuilding community, Ball Homes has participated regularly in the Lexington Home Builders Association’s annual Grand Tour of Homes and in Parade of Homes events, winning dozens of best of show awards since 1989. Additional awards from the Scott County Homebuilders Association’s Tour and participation in the first two annual Louisville Homebuilders Association Tours are part of our resume as well. Ball Homes has also been awarded Sales and Marketing Council awards by the Lexington Homebuilders Association for its floor plans, television and radio ads, model home decorating, its Walnut Hill Club at Chilesburg model home and for its design center. Ball Homes is a Registered Builder member of the Home Builders Associations in the areas where they build.

In addition to local and regional recognition, Ball Homes has been listed annually by BUILDER Magazine since 1998 as one of the top 100 builders of single family homes in the nation. In 2010, BUILDER Magazine’s ranked Ball Homes at #47 in their top 100, an upward move of 42 places in just four years. BUILDER also ranked them as the #1 builder in the Louisville market, which was listed as #47 in the top 50 markets of 2007, based on the number of building permits issued.

Ball Homes is proud to promote home ownership and affordable housing in Kentucky and at the national level. In 1999, co-founder Don Ball was honored by BUILDER Magazine and Hearthstone with a national award for his long-term community service. In 2011, Don and Mira Ball were honored to be the recipients of the W.T. Young Lifetime Achievement Award from the Lexington Chamber of Commerce. This award recognizes persons who have achieved unparalleled success in business and who have also made significant other contributions to the public well-being in Lexington and the state of Kentucky. Ball Homes and the Ball family are long-time supporters of Habitat for Humanity, the Hope Center, the Alzheimer’s Association, the United Way, KET, the Salvation Army, the American Cancer Society, Relay for Life, Big Brothers Big Sisters, the University of Kentucky, Junior Achievement, The Urban League, the Junior League Horse Show, and a host of other philanthropic organizations and events, recognizing the need and mission to build both strong homes and strong communities.

Often, the opportunity to give back comes in the way of doing what we do best: making new home dreams come true. In 2000, Ball Homes built and auctioned a fully furnished new home in the Canterfield development in Lexington, with all proceeds going to benefit the Hope Center Recovery Program for Women. Similarly, in 2002, Ball Homes participated in the redevelopment of the aging Charlotte Court public housing development in downtown Lexington, which replaced a deteriorating barracks-style apartments with 95 new affordable single family homes. Ball Homes was also a participant in the redevelopment of Lexington’s former Bluegrass Aspendale housing project, as a community of single family homes known as Equestrian View. Following Hurricane Katrina in 2005, Ball Homes built and auctioned two new homes for the benefit of the Bush-Clinton Katrina Fund, achieving a total contribution of \$500,000 with the support of its suppliers, tradespeople, and employees. In 2009, Ball Homes was pleased to sponsor the first annual Ball Homes Night of Hope, a benefit for Lexington’s Hope Center. This event is now in its fifth year, and has featured guest speakers such as authors Christopher Gardner, Jeanette Walls, and Steven Lopez.



In all cases, Ball Homes has been grateful for the opportunities to participate in the life stories of so many people, to work together with those who share a desire to create better places to live, and to give back to the communities of which we are a part. Above all, we are grateful for the chance to help make so many dreams come true.

Central Kentucky Open House Directory

- 1 East Lexington Information Center (Chilesburg)**

4180 Sperling Drive
Models to View: Monroe, Hudson
Sat. & Sun. 1-5pm
- 2 The Walnut Hill Club at Chilesburg**

512 Hannon Way
Model to View: Florence
Open Sat. & Sun. 1-5pm
- 3 The Enclave at Chilesburg**

741 Lochmere Place
Model to View: Hartford II with side entry garage
Open Sat. & Sun. 1-5pm
- 4 South Lexington Information Center (Glasford, Willow Bend)**

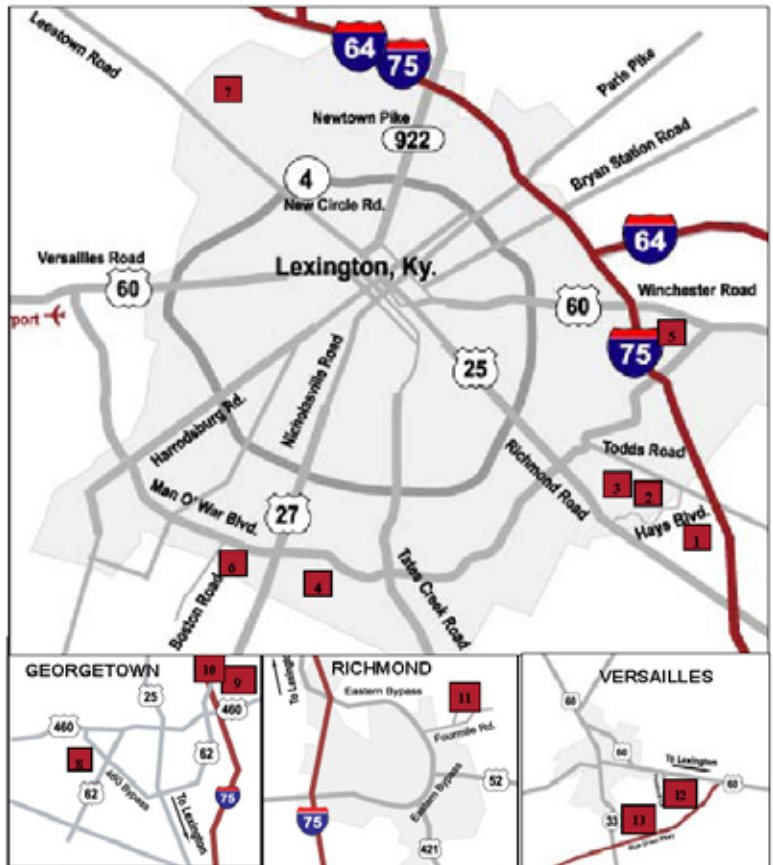
4068 Mooncoin Way
Models to View: Hartford II WOB
Open Monday–Friday, 2-5pm, Sat. & Sun. 1-5pm
- 5 The Reserve at Bryant Oak**

2969 Blackford Parkway
Model to View: Arlington II A Expanded
Open Sat. & Sun. 1-5pm
- 6 Willow Bend Cottages & Willow Bend Villas**

Please see South Lexington Information Center
- 7 West Lexington Information Center (Greendale Cottages at Masterson, Masterson Station Villas, Masterson Place and The Reserve at Masterson)**

2951 Eminent Drive, 3069 and 3073 Sandersville Road
Models to View: Jackson II, Brooklyn, Preston
Open Sat. & Sun. 1-5pm
- 8 McClelland View**

Models under construction.
Please see other locations for open house.



- 9 Rocky Creek Farms & Village at Lanes Run**

200 Falmouth Drive, Georgetown
Model to View: Coventry A
Open Sat. & Sun. 1-5pm
- 10 The Landing at Pleasant Valley**

102, 104, 106 McIntosh Park
Models to View: Manhattan II B, Cavanaugh II D, Baldwin
Open Sat. & Sun. 1-5pm
- 11 Hampton Ridge**

700 Griffin Way, Richmond
Model to View: McCormick II
Open Sat. & Sun. 1-5pm
- 12 Huntertown Glen North, Gleneagles Reserve & Gleneagles Villas**

410 Paddock Drive, Versailles
Model to View: Ramsay
Open Sat. & Sun. 1-5pm
- 13 Cedar Ridge and Rose Ridge**

Please see Gleneagles Reserve & Villas for model home.



UPDATES

Open house schedules are adjusted periodically to reflect availability, seasonal traffic patterns, and holidays. Model homes are available for viewing by appointment at any time. A current copy of the Open House Directory is always available at www.ballhomes.com.

Louisville Area Open House Directory



1 Primrose Meadows

Baldwin Expanded Model home under construction. Please visit our sales office at 11714 English Meadow Drive.

Saturday & Sunday 1-5pm

2 Urton Woods

816 Urton Woods Way
Model to View: Hartford II on Walk Out Basement.

Saturday & Sunday 1-5pm

3 Notting Hill

18701 Foxbough Glen Place
Model to View: Hudson

Open Monday–Thursday, 2-5pm, closed Fridays. Open Saturday & Sunday 1-5pm

4 Arlington Meadows

105 Arlington Meadows Drive
Model to view: Arlington II Expanded

Saturday & Sunday 1-5pm

Knoxville Open House Directory

1 Falcon Pointe and Silver Oak

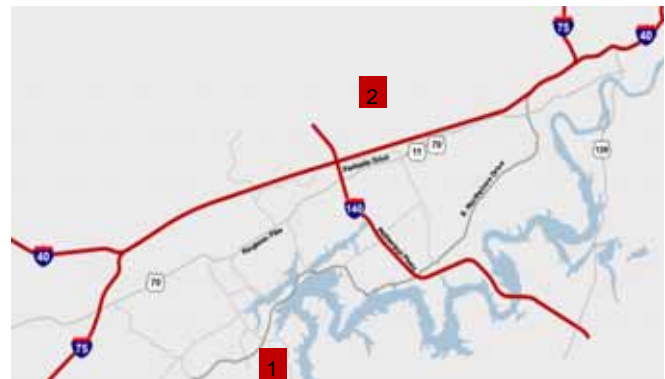
1700 Sawgrass Road
Model to View: Baldwin Expanded

*Open Monday- Friday, 2-5pm
Saturday and Sunday 1-5pm*

2 Greenbrook

10916 Gable Run Road
Model to View: Cavanaugh II D slab

Saturday and Sunday 1-5pm



UPDATES

Open house schedules are adjusted periodically to reflect availability, seasonal traffic patterns, and holidays. A current copy of the Open House Directory is always available at www.ballhomes.com.

Where to Find Us

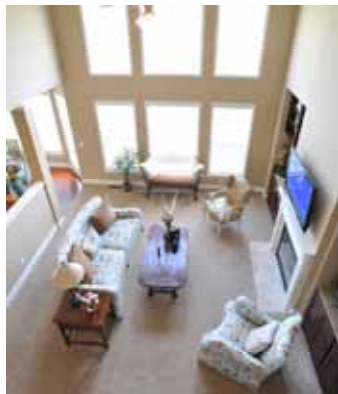
Model Homes and Information Centers

Model homes are a great way to shop for the floor plan that best suits your style, or to see the options and finishes available. We have model homes in most of our larger communities in the Central Kentucky, Louisville, and Knoxville areas, as well as a Model Home Village in Lexington's Glasford neighborhood.

For the convenience of home shoppers, we have organized our Lexington open houses into several central locations, designated as South, West, and East Lexington Information Centers. From the Information Center, home shoppers can also make arrangements to view homes and homesites in other nearby communities.



For a complete and current schedule of open houses, including floor plan names, please visit www.ballhomes.com and click on "Open House Directory" from the home page. The models are also accessible to Realtors via lockbox keys, and by appointment with a Ball Homes Specialist.



Web Tip

Visit www.ballhomes.com and click on the Open House link to view the upcoming Design Center Open House dates.



DIRECTIONS

The Glasford Model Home Village is located off the outer loop of Man O' War Boulevard between Tates Creek and Nicholasville Roads, and can be reached by turning onto Osbourn Way, and bearing right onto Mooncoin Way.

Design Center Open Houses

Our Lexington and Louisville Design Centers hold regularly scheduled open house events for prospective homebuyers and/or their agents. Events are typically from 5 to 7pm on a Tuesday evening. Please check the Open House directory at ballhomes.com for upcoming dates.

One of our design coordinators and a Ball Homes Specialist from our affiliated realty company are on hand to answer questions and share information.

Visit our Open House to preview the excellent quality and variety of choices that come standard with every Ball Home, and to learn more about the custom options and luxury products available to make the most elaborate dream come true.



On the Web at ballhomes.com

Visit us on the web at your convenience to search for the new home with exactly the features you are looking for, browse our top-selling floor plans, find available homes and lots, compare pricing, read about the latest news and incentives, and much more. Tips on how to find the most information on our site are located throughout this book.



Virtual Tours

Our collection of high-definition virtual tours is another great (and convenient) way to see a floor plan or browse features is with our collection of high-definition Virtual Tours, available on ballhomes.com. Browse the full collection from our home page, or while viewing individual floor plans on the site.

On Social Media

Find us on your favorite social media sites: Facebook, twitter, and pinterest. Check out our blog for the latest news and commentary!



Open House at the Selection and Design Center is an informal question-and-answer session with prospective homebuyers interested in learning more about included features and available options. Please note that custom option pricing is not available during this event, as our pricing department is not available during Open House hours. Individual selections for new homes are made by appointment during business hours, after contract acceptance.

Making It Easy

Our Trade Program

We make the move to a brand new Ball Home as easy as possible by taking a homebuyer's current home in trade. Trading a home eliminates the hassles and expense of showings, advertising, and contract negotiations, as well as the uncertainty of finding a buyer at the right price.



The Trade Program resolves the uncertainties of the process of selling a current home before being fully invested in the purchase of a new home, and allows homebuyers to know where they stand with the sale of their own homes at the beginning of the new home purchase process. Best of all, the Trade contract functions as a back-up offer, leaving homeowners free to consider other offers for a period of time. As a further convenience, homebuyers avoid moving twice by closing on the trade of their current home the same day they close on the purchase of a new Ball Home.

Eligibility

Single family homes in the Fayette County that have an estimated market value of \$180,000 or less are eligible for trade consideration. We also consider trades of properties in Georgetown, Nicholasville, and Versailles, with an estimated market value of \$150,000 or less in those areas. The program is currently not offered with the purchase of a new Ball Home in the Louisville or Knoxville areas, Richmond, or Frankfort, except in cases where the proposed trade property is located in an eligible part of Central Kentucky. Townhomes are not eligible, and the program is not available to Ball Homes employees or associates. The new Ball Home being purchased must also meet certain price criteria, essentially assuring that the price of the new home being purchased (the price is calculated excluding cosmetic options—see an agent for more specific details) is a minimum of \$50,000 more than the traded property.

How the Trade Process Works

To initiate a Trade, an upfront application fee of \$125 is paid by the owner of the prospective trade property, which is not refundable. Properties then are subject to an initial evaluation by a Milestone Realty Consultants agent on behalf of Ball Homes to assess the probable market value, condition, and eligibility of the proposed trade home. If the home is determined to be eligible for a trade, Ball Homes will make an offer for the property. If an agreement is reached with the owner, a trade contract will be executed. The trade contract will be subject to a satisfactory termite inspection and a satisfactory third party professional inspection, at no further cost to the owner.

Determining Price

Ball Homes will make an offer on an eligible trade home that represents 93% of the estimated market value of the home, as determined by the initial assessment. Neither the homeowner or Ball Homes pays a commission on the traded home. The homeowner must be free of any obligation to a realtor to pay commission on the sale of the home for the property to be eligible.

Using the Trade Program as a Backup Offer

The trade contract, which is a written agreement signed by both parties, is considered a back-up offer. This means that the homeowner has the option to pursue other offers as long as they see fit to do so, and replace the back-up contract with another offer so long as that does not cause the closing on the new Ball home to be unreasonably delayed.

Convenience

The closing on the traded home and the new home take place at the same time, and the homeowner has up to 48 hours to vacate the traded home. This allows homeowners to stay in their current home until their new home is ready to move in, eliminating the need to move twice or the hassle of negotiating occupancy with the purchasers of their current home.

Web Tip

For answers to commonly asked questions about our Trade Program, visit www.ballhomes.com, and click on "Let's Trade Places".



Available only in our Central Kentucky division.

Our Contingency Policy

Some homebuyers have a house to sell before they purchase a new one, but perhaps our Trade Program is not an option for them. Others have already have their current home under contract and will be closing soon.



If homebuyers have a **Contingency to Sell** (they must sell and close on their current home to purchase a new one), then Ball Homes can accept a contract to purchase a new home with a contingency to sell, with the customary earnest money deposit of one percent of the sales price (which is deposited in our escrow account). The contract is in what is known as 'immediate kickout', which means that Ball Homes does still offer the property for sale to other buyers, and does not reserve the buyer's selected floor plan and elevation until the contingency is satisfied. Selection and Design work is deferred until the contingency has been satisfied, and construction does not begin. Any non-refundable prepayments or additional deposits that may have been required as part of their contract are deferred until the contingency home is under contract. Ball Homes does not require that a home for sale be listed with a licensed realtor.

When the homebuyers' current home sells, they provide us with a copy of the contract for our approval, and the contingency to sell is considered released. Construction can begin on the home after all selections are complete. The homebuyers will be asked to provide Ball Homes with evidence that the buyer's loan on their current home is approved, and that the home ultimately closed as anticipated.

If the homebuyer is not able to satisfy the contingency to sell with a contract on their current house, a trade agreement, or financing arrangements within the seventy-five days, the purchase contract is canceled and the earnest money returned.



For homebuyers who have a contract for the sale of their current home, and only need to close on it before purchasing a new home, a contract is considered **Contingent on Closing Only**. At the time of contract, Ball Homes will review a copy of the contract on the homebuyers' current home, and pending any unusual terms and conditions, approve it. A Contingency On Closing Only does not delay the construction of a new home; we proceed with the selections and construction process as usual.

Incentives

We try hard to make sure that Ball Homes are for everyone. Not only do we offer beautiful, customizable homes at attainable, clear-cut prices, we make financing and closing easy with our *Walden Mortgage Incentive*. Ball Homes will pay up to 2% of the loan amount toward Buyer's closing costs and/or pre-pays at Walden Mortgage. This offer helps buyers take advantage of historic lows in interest rates. It can also free up money for other expenses traditionally associated with moving into and furnishing a new home.



Walden Mortgage is a full-service lender offering FHA and VA loans, conventional loans, and just about any program available, all at competitive rates and with expert service.

The Walden Mortgage Incentive is offered in Central Kentucky and Louisville. For current Knoxville incentives, please see a Ball Homes Specialist.

The Ball Advantage: Quality

High Standards



We recognize the importance of the trust a homebuyer places in their chosen homebuilder, and the significance of their home as an investment in the future.

To protect this trust and investment, Ball Homes has a multi-faceted quality commitment that ensures a well-built home. First of all, our homes are built to meet or exceed the building standards of the community and the applicable federal standards, as well as the standards of the 2-10 Home Buyers Warranty company.

Our participation in the Energy Smart program reflects our commitment to energy-efficient homes. Each home undergoes a series of inspection and test that result in an individualized energy analysis and HERS Index score, which predicts energy usage and savings over existing homes, or over new homes merely built to meet code.

Inspections and Orientations

Just as important as the official building inspections are the reviews of each homebuyer. Each homebuyer has the opportunity to attend a **Pre-Drywall Orientation (PDO)** prior to the installation of drywall in the home.

New Homeowner Orientations (NHO)—also called the First and Final Walk Throughs—are also scheduled prior to closing for each home, to give us a chance to formally review the property together.

Ball Homes will also make arrangements to accommodate any independent third party a homebuyer wishes to hire to perform a professional final inspection, within the parameters of the construction schedule.



Customer Satisfaction

Finally, each home must meet our own high standards, which are based on the understanding that our success depends on the satisfaction of our customers with this most important investment.



Warranties

One of the joys of owning a brand new home is the ability to relax and enjoy the comfort and convenience of a low-maintenance home with an insured written warranty. Ball Homes provides the knowledge and care required to protect a new home investment, and we are glad to work together with each homeowner to keep that beautiful new home in prime condition. All of our new homes include the following warranties:

- The **Builder's One-Year Warranty**, which warrants the workmanship and materials used in the new home, as defined in the 2-10 Home Buyers Warranty Booklet, for one year from the date of closing.
- **2-10 Home Buyers Warranty**, including both a Two-Year Systems Warranty and a Ten-Year Structural Warranty. The Two-Year portion of the warranty provides two years of coverage from the date of closing on the certain specific items related to the delivery of water, sewer, electric, and HVAC service to the home. The Ten-Year Structural Warranty provides coverage of load-bearing elements of the home as defined in the 2-10 Home Buyers Warranty Booklet, for ten years from the date of closing.
- A **One-Time Three Year Drywall Touch-up** is also offered. At any one time during the first three years, Ball Homes will schedule a service call to touch up (but not to paint) nail pops, loose seams, and other drywall imperfections as identified by the homeowner.
- **Manufacturers' Warranties** on some components extend beyond the builder's warranty, such as the windows, the shingles, and the plumbing pipes and fittings. Specific warranty information and registration cards are provided during the pre-closing walk-through.

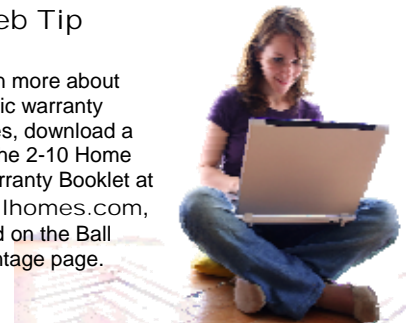
Ball Homes makes every effort to make warranty service as convenient and efficient as possible for the homeowner.

- **Emergency warranty service** is available 24 hours a day, seven days a week.
- Non-emergency warranty items are serviced on an appointment basis at convenient, efficient intervals of six and eleven months after closing.
- Ball Homes has dedicated a personnel team to warranty service, so the demands of new construction do not compete for attention with warranty work. Our professional technicians are familiar with our homes and the products we use. Our subcontractors and suppliers also provide warranty service to stand behind the products and services they contribute to the home.
- All of our warranties are transferrable, should the home be re-sold during the warranty period.



Web Tip

To learn more about specific warranty coverages, download a copy of the 2-10 Home Buyers Warranty Booklet at www.ballhomes.com, located on the Ball Advantage page.



The Ball Advantage: Quality

Stability



Choosing the right builder is a key to a quality-built home. Ball Homes is a locally owned and managed company that has been in the business of making dreams come true for more than fifty years.

Buying a home means making one of life's biggest investments, one that will increase in value over the years. Often a first home is a stepping stone that helps buyers build equity that can be used to boost their purchasing power

when they are ready for a new home that better suits their changing needs. In order to protect that investment, smart home shoppers look to a proven company that has stood the test of time.

Since 1959, Ball Homes has been building homes for Kentucky families, and we're excited to offer them in the Knoxville, Tennessee area as well. As Central Kentucky's leading builder and one of Louisville's top ranked homebuilders, we've had the privilege of building for many families, often several times over the years.

We have a commitment to the communities where we build that far exceeds building homes. We see ourselves as a community partner, and enjoy giving back and supporting our community in a variety of ways.

- In 1999, co-founder Don Ball was honored by BUILDER Magazine and Hearthstone with a national award for his long-term community service.
- Each year from 2008 through 2013 Ball Homes has been honored to be voted Favorite Builder in the Lexington Herald-Leader's Reader's Choice Awards.
- In addition to local and regional recognition, Ball Homes has been listed annually by BUILDER Magazine since 1998 as one of the top 100 builders of single family homes in the nation.
- In 2010, BUILDER Magazine's ranked Ball Homes at #47 in their top 100, an upward move of 42 places in just four years.
- Ball Homes is a Registered Builder member of the Home Builders Associations in the areas where they build, and of the Better Business Bureau.
- We currently maintain an A+ rating with the BBB, and home shoppers can check our rating on-line anytime from ballhomes.com.
- In 1999, co-founder Don Ball was honored by BUILDER Magazine and Hearthstone with a national award for his long-term community service.
- Ball Homes is pleased to be able to support a variety of community events and organizations, and to participate in such events as the Ball Homes Night of Hope to benefit the Hope Center, Dance Blue, Hoops for Haiti, and the Homes that Heal event in support of Hurricane Katrina's victims.
- As a member of the local homebuilding community, Ball Homes has participated regularly in annual Grand Tour of Homes and Parade of Homes events, winning more than 100 best of show awards since 1989.
- In 2012, co-founders Don and Mira Ball were inducted into the HBAL Hall of Fame, recognizing nearly 60 years of good business practices and philanthropy.

Web Tip

To learn more about our story and our community partnerships, visit www.ballhomes.com/about.



Savings

Smart Buyers can save money in energy and maintenance costs by choosing newly constructed homes, even over homes that are just a few years old.

- Today's new can perform as much as **50% better** than the average existing home, which means lower monthly utility bills. **Energy Smart** Ball Homes are better insulated, more tightly constructed, and more efficiently heated and cooled than older homes.
- New Ball Homes include warranties that protect the buyer from unexpected maintenance bills. Existing homes can come with hidden costs, like a roof or furnace replacement in the first few years of ownership, or a major appliance replacement.
- These days, good design is value-conscious. New Ball Homes offer better use of space, with more finished area over the garage, less empty second story space, and better overall value than designs from just a few years ago.

In the first 5 years, the hidden costs of an existing home could be more than **\$17,500**.



A typical 2500 square foot Energy Smart Home can **save \$708** in annual energy costs over a comparable home built as recently as 2000. Over five years, that's **\$3,540.***



The average roof lasts 12 to 20 years. An unexpected roof replacement on a 2500sf existing home can run **\$6,000** or more.**



The typical heat pump lasts 12 to 18 years. Replacing the heat pumps on a 2500sf existing home can cost **\$8,000** or more.***

Brand New Design and Décor

Smart Buyers also get today's designs, plus a comfortable and beautiful interior décor, all in a brand new home.

- Buyers who choose a newly constructed Ball home get the advantage of the most popular floor plans and options on the market today, and a professionally selected décor. Buyers of existing homes get the colors and products chosen to suit the taste of the previous owners.
- Newly constructed Ball Homes have a brand new, never-been-lived in kind of clean and freshness (especially in the tubs, showers, appliances, and carpet) that a home that has been lived for years can't match.
- Colors and design trends come and go, and newly constructed Ball Homes offer the benefits of today's preferences in colors, textures, and design. Older homes often have dated color schemes, designs that have gone out of style, or a mismatch of styles from being updated over time.
- The luxury options available in all price ranges of new homes far exceed what was being built even ten years ago, especially when it comes to kitchens and master baths. Extra storage, flexible use rooms, and downstairs guest suite options are all on the list of preferred features these days. Kitchen islands and breakfast counters are popular, as are built-ins like bookcases, desks, and TV connections above fireplaces. Outdoor living spaces like covered porches and patios are in high demand. New Ball Homes have the advantage of these preferred features, which most older homes just can't offer.
- Buyers of new Ball Homes have the advantage of being able to move into a home that is just the way they want it. By contrast, buyers of existing homes often face a long process of updating an older home while trying to live in it, which can be time-consuming, inconvenient, and full of unknown expenses.

* Based on comparison of an actual 2586sf home built to 2012 Energy Smart standards with a HERS score of 83 and estimated annual energy costs of \$1477. Compared to a simulated 2586sf home built to typical 2000 standards with a HERS score of 138, with an estimated annual energy cost of \$2185. Annual savings of \$708 over 5 years total \$3,540. **Material and labor estimate for shingled roof replacement on a 2500sf home as estimated by area building professional. ***Based on estimate by area HVAC professional for a 2500sf home with two units, using existing ductwork and efficiency standards comparable to new homes.

The Ball Advantage: Custom Custom Homes without the Custom Price

Ball Homes redefines custom homebuilding with our spacious, thoughtfully designed floor plans and our wide selection of luxurious options and finishes. We offer many floor plans over 2500sf, including several plans over 3000sf. Most have luxury bath layouts, customized kitchen options, loft, bonus, and guest suite layouts, and up to five bedrooms and three full baths. A three car garage is also available on a limited number of plans, for suitable homesites. Basement homesites are available in many locations.

In addition to the layout options already designed to customize our floor plans, we can also modify our base plans to meet a family's needs and lifestyle. Because we have an in-house drafting department, we can often accommodate design requests that make our floor plans better meet a homebuyer's needs and tastes.

Customization starts with the floor plan and structural design, but that is only half the story. In just a few hours in our award-winning selection and design showroom, homebuyers can personalize their new home with an array of luxurious finishes and products, including granite and quartz countertops, wrought iron railings, decorative windows, built-in bookcases, cabinetry options like glass doors and wine and plate racks, bath options like fully tiled showers, jetted shower heads, corner whirlpools, and more.

Many of our second and third-time homebuyers come to us because they know exactly what they want in their next home, and they know that we can help them achieve it.



More Building Options

Finding a dream home is easy with Ball Homes, because we offer so many choices. Homebuyers can select from more than seventy floor plans, and many well-located neighborhoods. We offer homes in a wide range of price points, for first time buyers or those who are looking for a new home that better meets their current needs, or repeat buyers looking for a custom home experience. We offer homes built from scratch for the buyer who wants to choose all their own options and finishes. We also maintain a large spec home inventory so that homebuyers looking to move more quickly can get all the advantages of a brand new home.

Homebuyers can choose the new home option that best meets their needs:

- **Build to Suit** homes offer the highest level of choice and customization, allowing buyers to combine their favorite floor plans and locations and select options and colors from the ground up.
- **Quick Start Homes** offer a pre-selected floor plan and homesite, with popular floor plan options selected, and already under construction.
- **Quick Move Homes** have the advantage of being ready to close in sixty days or less, offering great floor plan and homesite combinations, a great option package, and the ability to own a brand new home without waiting for it to be built.

Better Floor plans

All of our floor plans are designed in-house by our drafting department, and we are constantly updating our collection and making enhancements to the individual plans. We also add new home plans on a regular basis. Our latest plans offer outstanding value by using all possible space to increase living areas, and using tray ceilings and nine or ten foot flat ceilings to create volume and visual interest, instead of high vaulted or two-story spaces that reduce available living space and are less energy-efficient. Luxurious master suites and baths and more highly customized kitchens are hallmarks of our home plans.

For a home that can be adapted as needs change over time, look for such features as lofts, optional bonus rooms, and flexible first-floor rooms that can be used with a full bath option to create a downstairs guest suite in addition to an upstairs master suite. Even better, our plans can be customized to meet your needs.

If you are interested in a plan but don't see it listed in the neighborhood you like best, please check with a Ball Homes Specialist to see if it might be offered upon request.

Top Sellers

Overwhelmed by the number of choices? Get a handle on the best-selling floor plans by browsing the Top Sellers collection on ballhomes.com. This group of plans includes our most popular in the past year, as well as our top-selling brand new plans. View the whole collection, or watch for the Top Sellers designation when browsing all floor plans.

 **BallHomes.** Top Sellers

Web Tips



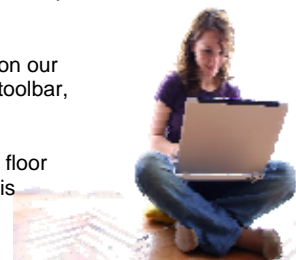
Visit www.ballhomes.com and click on Floor plans to browse our floor plans by category, view blueprints, see virtual tours, and print floor plan brochures.



If we have a model home of a particular floor plan, you can find that location on our web site. When viewing a floor plan, look for "View Model Home" in the right toolbar, and follow the link to directions.



To find out which communities currently offer a particular floor plan, go to the floor plan page for that home. A chart displaying communities and starting prices is displayed at the bottom of the page, and organized by area.



The Ball Advantage: Comfort

Energy Smart Homes

Ball Homes is a voluntary participant in the **Energy Smart** program, which means that each one of our new homes is individually inspected and rated by a member of a national network of independent energy raters, RESNET.



Our new homes typically perform at least 15% better than a new home that is merely built to meet current building codes, when it comes to energy use. Compared to the average resale home, the energy savings are much greater--45% or more.

Each home is inspected, tested, and awarded an individual energy rating certificate that shows the HERS Index rating and projected energy use and costs. It also estimates the annual energy savings compared to the average existing home.

Like a window sticker on a new car with a miles per gallon estimate, the HERS score for a new home gives a homebuyer a useful tool in projecting energy costs, and allows comparison to other homes on the market. The lower the score, the better.

A typical Energy Smart Ball Home will score between 76 and 85 on the HERS index, compared to a score of 100 for a standard new home built only to code. That difference represents a 15% to 24% savings in energy costs.

Compared to the average existing home with a HERS index of 130, the same Energy Smart home will save 45% to 54% in energy costs, which amounts to hundreds or even thousands of dollars a year.

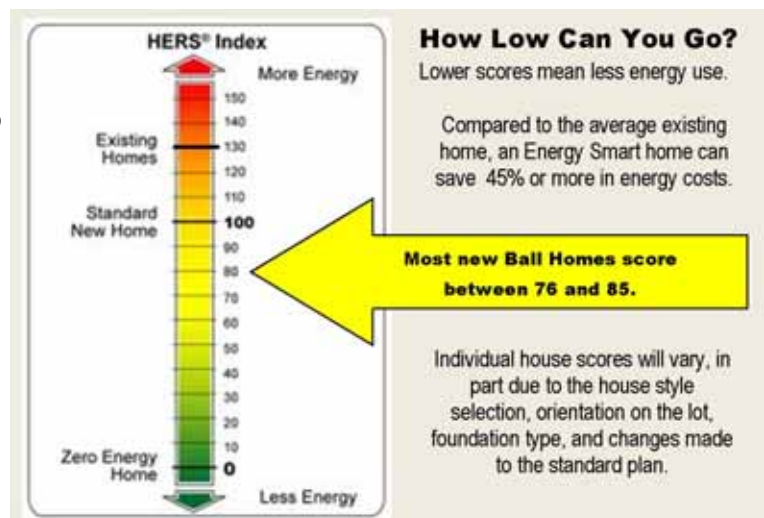
The HERS rating and the Energy Smart label also give homebuyers assurance that the home they have chosen has been tightly constructed, well-insulated, and efficiently heated and cooled.

Energy Smart building is about going above and beyond what is required by local building code of energy performance in new homes.

The difference is in the details: better scores are achieved by thorough sealing and insulating to reduce holes and cracks in the home's "envelope," improved blocking to restrict the flow of unheated or uncooled air, and better insulation practices. Since the energy rater is involved throughout the construction process, the home can be tested and checked as it is being built, and best practices are assured.

Each Energy Smart home is individually inspected and tested by a certified home energy rater using a thermal bypass inspection checklist for such features as tightness of construction and ducts, high efficiency heating and cooling equipment, and effective insulation and blocking. Homes also undergo a final blower door test to evaluate and improve air leakage into the home, and a duct blaster test to locate and seal any leakage in the HVAC system.

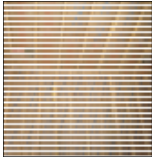
Energy Smart homes mean lower utility bills, more comfortable homes with more consistent temperatures between and across rooms, and improved indoor air quality. More efficient energy use also means environmental benefits for everyone, including reduced air pollution generated by the production of energy at power plants.



Energy Smart Home Practices

A variety of best practices go into the making of an Energy Smart Home, and often, the difference is in the details.

Smart Insulation



Effective insulation fills the wall and ceiling cavities, eliminating dead spaces where energy is lost. and fits the spaces without being squeezed or compressed, which reduces R-value.



In areas between garages and finished living space above, insulation is upgraded from the required R-30 to two layers of R-19, to completely fill the cavity, eliminating cold air space.



Properly placed insulated surrounds an HVAC duct, instead of being compressed behind it.



Insulation is cut cleanly around outlets and other objects to avoid compressing insulation and reducing its R-value.

Smart Framing



Installing blocking against cold air spaces like garages protects interior areas from air from the unheated spaces.



A framing technique called "California Corners" make outside corners easier to fully insulate, and the insulation more effective.

Smart Sealing



Caulking along sills and filling any holes or gaps along the sill plate keeps outside air out.



Fireplaces have blocking installed to reduce cold air movement between the fireplace unit, the chimney, and the interior of the home. This blocking will also be sealed to further reduce air infiltration.



Penetrations to the attic or outside of the home created by incoming wiring are sealed to prevent outside air infiltration.



Foam insulation and blocking where pipes and wires enter chases block air movement between the unconditioned chases and the interior walls, ceilings and floors.



GEOTHERMAL HEAT PUMPS

Ball Homes also offers geothermal heat pump upgrades on suitable homes and homesites, which can significantly lower the HERS score of a home. Federal Energy Tax Credits are available through the end of 2016 that can cover 30% of the cost of a geothermal heat pump installation. For details on the tax credit, visit www.energystar.gov

Quick Start and Quick Move Homes

Want a brand new home in a hurry? **Quick Start** and **Quick Move Homes** offer the best of both worlds for the homebuyer who is in a bit of a hurry— and sometimes even for those with all the time in the world. These homes offer all of the advantages of new construction: full warranties, contemporary designs, great locations, and a brand new home with neutral décor. The only thing that is not included is the waiting time that comes with a build-to-suit construction timeline.



Some homebuyers choose Quick Start or Quick Move Homes because the availability of the home coincides with their own personal timetables for work, school, relocation, or finances. Others like the convenience of having a head start on the construction process, and fewer decisions to make. Everyone benefits from a wide selection of popular floor plans and locations, enhanced with a predetermined set of highly desirable options.

Ball Homes maintains a sizeable and diverse inventory of homes under construction that are for sale (most builders call these “spec homes”). Specifications for these homes are selected to appeal to the widest possible number of homebuyers. Most homes include fireplaces, upgrade baths, and attic storage packages if the floor plans allow. Moderate electrical upgrades are added, focused on convenience and usability, with plenty of phone and cable outlets and ceiling fan pre-wires where homebuyers want them most. Interior finish upgrades appropriate to the price range of the home, such as cabinets and flooring, are added. Neutral, contemporary color schemes are professionally selected for harmony and wide appeal.

- A **Quick Start Home** is a home that is being built for sale, and is in the early stages of construction (more than 60 days to close).
- **Quick Move Homes** are those homes that have progressed to a stage of construction that allows them to close in 60 days or less. Typically, they have completed drywall and are in some stage of the interior finish process. Some Quick Move Homes are completely ready, cleaned, and quality inspected, able to be closed at the drop of a hat.

Web Tips



Visit www.ballhomes.com for a complete list of our current Quick Move Homes, which includes addresses, prices, completion dates, and a links to the homes' standard floor plans.



When viewing a community or floor plan, click on the Quick Move Homes link on the right hand side of the page to view a list of Quick Move Homes available in that community, or of that floor plan community.



Find your favorite floor plan at www.ballhomes.com, then choose from a list of communities where that plan is offered. Add your favorite options to a “My Favorites” folder to share information and compare notes on locations.



Build-to-Suit Homes

Build-to-suit homes offer the highest level of choice and customization. Create your perfect home by selecting your favorite floor plan within a community, then choosing from the available homesites the one that best meets your needs. Select the options and features you like best to build your dream home from the ground up.

Often favored by the repeat homebuyer who knows exactly what he or she is looking for in a new home, the build-to-suit process offers the opportunity to select the floor plan that most appeals to the homebuyer, and to make sure that it includes the most preferred upgrades as well as any adjustments to the plan that may be desired.

Some homebuyers find the floor plan that best suits their lifestyle, and then consider community choices. Others may start with a chosen community that offers just the right location, amenities, and price ranges, then explore their floor plan options. There's no wrong way to go about it!

Build-to-suit homes typically take longer to complete than **Quick Move** or **Quick Start** homes, those homes that exist in inventory in various stages of completion. A minimum of four months is needed to complete a build-to-suit home, which requires a more detailed and extensive planning and selection process than a Quick Move Home.

For those buyers who know exactly what they want in a new home, for those who enjoy the process of watching their dream home take shape before their eyes, and for those who appreciate the perfect blend of convenience of choice involved in taking our of our well-designed, attainably priced homes and customizing it to reflect their own personalities and lifestyles, build-to-suit homes may be the perfect choice.

The possibilities are almost endless when you consider the available options, both those offered by Ball Homes, and those customized requests that we try hard to accommodate. Homebuyers who have shopped for a custom home will be pleasantly surprised to learn how affordable a custom home can be when it begins with a Ball Home.



BUILD-TO-SUIT HOMES

One of the most frequently asked questions about our build-to-suit homes is, "Is the lot included in the price of the house?" The answer is yes, the homesite is included in the base price of any floor plan when purchased in a Ball Homes community. Not all homesites are the same, and additional charges called lot premiums may apply to certain homesites, particularly those that adjoin open space or include mature treelines. Homesites purchased from other developers or builders may carry additional charges based on the cost of the

Options and Customizations

Included Features

A wide variety of options are available to customize a new Ball home, and many enhancements are already included. Each neighborhood has a predetermined group of included features that apply to all floor plans offered in that community.

Typically, our included feature packages are geared toward comfort, convenience, and livability, without adding expensive options that homebuyers may or may not be looking for. As a general rule, in neighborhoods that offer our larger floor plans, we have included additional features that buyers in that market range seem to consistently expect, such as upgraded carpet, additional pattern selections of vinyl flooring, an enhanced trim package in formal living and dining rooms, dimensional shingles, brick to grade foundations, two-tone wall and trim paint, taller plate glass mirrors, and elongated commodes. A few communities include fireplaces, luxury master bath layouts, or both. We have also included luxury master bath layouts in some of our largest homes.

Regardless, our overall goal is always to provide a well-built, comfortable home at the base price, and to make a variety of options available so that homebuyers may select the ones that have the most value to them.

These options can be categorized as floor plan options, interior and exterior finish options, comfort and convenience options, and custom options.

Web Tip

To see a list of each community's included features, visit www.ballhomes.com, go to a community page, and choose "Included Features" from the right toolbar.



All Ball Homes Include:

- Tyvek house wrap
- Garage door openers
- Recessed lighting in kitchens per standard plan
- Molded 2-panel arch top interior doors
- Crown molding above kitchen cabinets
- Choice from builder's Red Bud carpet selections by Shaw Industries
- 5lb carpet padding
- Choice from builder's Initiator vinyl flooring selections
- Low-maintenance brick and vinyl exteriors.
- Low-maintenance vinyl windows
- Frigidaire electric self-cleaning range with electronic clock and timer
- Frigidaire dishwasher
- Disposal with continuous feed
- Range hood
- Chrome-finish kitchen fixtures, bath fixtures
- 8" deep stainless steel matte finish double bowl kitchen sink
- Smoke detectors
- Landscaping package
- Plate glass mirrors in bathrooms
- Elongated commodes (two-car garage homes and larger)
- Vented soffits
- Deadbolts installed at front entry and rear door
- Icemaker line ready to connect
- A total of seven telephone jacks and cable outlets prewired
- Satin nickel finish bath accessory kits
- Satin nickel finish door hardware

Selected Neighborhoods May Also Include

Some or All of the Following Features:

- Dropped brick seat
- All electric homes with heat pump and 50 gallon electric water heater, or natural gas heat.
- Ceramic tile flooring in the entry
- Architectural shingles
- Crown molding, chair rail, and wainscoting in formal living and dining rooms, per plan
- Two-tone paint throughout living areas (excludes closets other than master closet, pantries, and garage), which includes Antique White trim and buyer's choice of one wall paint color from builder's selection of available colors.
- Luxury master bath layouts
- Fireplaces
- Fiberoptic service to the home
- Planned Neighborhood Associations

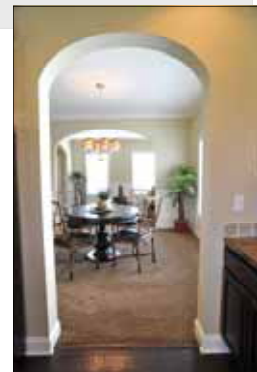
Floor Plan Options

Most of our floor plans have one or more plan options, or layout changes that are designed to add living space or functionality to a floor plan. Loft options, bonus room options, attic storage package options, tech center options, luxury master bath options, and first floor guest suite options are the most common examples. Options are also offered on some plans to extend a garage or expand it from a one car to an oversized or a two car garage. Walkout and in-ground basements are offered on most floor plans, on a suitable homesite. Many plans have options for alternate front elevations, or front exterior designs, which create front porch options or use feature windows, roof designs, shutters, and other design elements to create a different appearance for the home and add variety to the streetscape.



Floor plan and other Structural Options

- Multiple front elevation choices on most plans
- Walkout or In-ground basements, on suitable homesites.
- Side-entry garages and extended-depth garages, or two split single garage doors instead of double overhead garage door.
- Front porches, covered rear porches or decks, and sunrooms
- Family room, master bedroom, or other room extensions
- Nine-foot ceilings on the first floor
- Attic storage packages
- Bonus room, loft and sitting room options
- First floor guest suite options or additional upstairs bedroom options
- Some first floor half baths have full bath options, certain plans have options for an additional full bath.
- Window and door options, including skylights, transoms, acrylic block windows, decorative bath windows, and octagons.
- Wall and cased opening changes, including interior arches, door location and size changes, French doors
- Luxury bath layouts, including garden tubs and whirlpools, linen closets, his-and-hers vanities. Some plans offer a corner whirlpool layout.



Choose

Options and Customizations

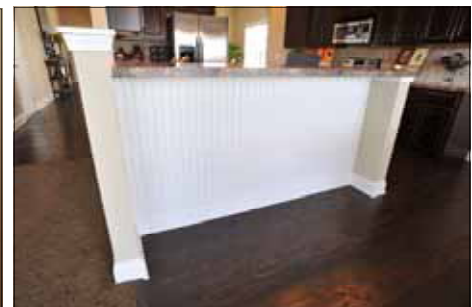
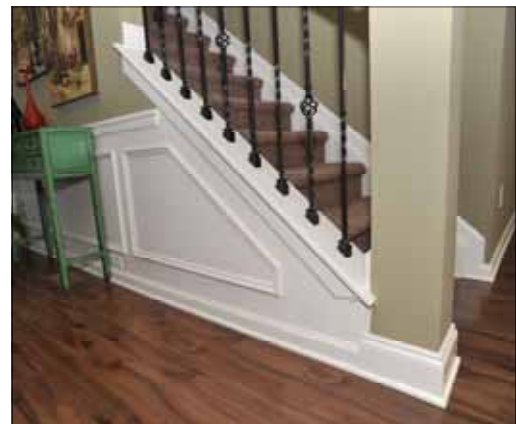
Interior and Exterior Finish Options

Ball Homes offers a host of products and finishes that homebuyers can use to personalize their new homes, and it's not necessary to spend a lot to do so. Many choices among included features allow homebuyers to select their preferred decorating styles, while a wide range of pre-priced product and finish items allow them to select the options that best suit their lifestyles, tastes, and budgets.

Interior Finishes

- Built-in bookcases and tech center options, in several configurations and finish options
- Interior trim options include crown molding, chair rail, wainscoting, upgraded baseboard, and beadboard ceiling and wall options
- Pocket door options
- Fireplace options include inside and outside chase fireplaces, direct vent fireplaces, and double-sided direct vent fireplaces, plus gas starters or log sets, and blower & wall switch options for direct vent fireplaces
- Fireplace finish options include marble, granite, stone, or brick hearths and surrounds, wainscoting accents, and mantels
- Five levels of carpet choices, including patterned berbers, California berbers, shags, and textured styles, plus upgraded carpet pad, plank, laminate, and three levels of ceramic tile flooring
- Wall paint color options
- Smooth ceilings

Option availability varies by floor plan.



Baths

- Garden tubs and whirlpools in 5 and 6-foot lengths, with or without ceramic tile surrounds, with an optional bowfront style, and step-up deck options in some plans
- Shower stalls in 3, 4, and 5-foot lengths, including showers with tile surrounds and fully tiled showers
- Options for decorative tile listellos in tiled showers and over tiled tubs, plus built-in tile seats or shelves in showers
- Clear glass shower doors, various trim finish options



- Shower doors for included tub and shower combination units
- Upgrade bath faucet styles and finishes, including deck mount faucets for some whirlpool styles, jetted showers, and rainhead shower styles
- Pedestal sinks
- Options to coordinate shower and tub tile to match floor tile
- Elongated commodes, where not included
- Double bowl vanities, knee space vanities, and raised vanities
- "Granite" lavatory tops with drop-in sinks
- Satin nickel finish bath accessories



Options and Customizations

Kitchens

- A variety of cabinet color and style options, including customized layouts with islands, double wall ovens, drop-in cook tops, glass cabinet doors, plate and wine racks, and variable and raised height wall cabinets, plus kitchen sink and faucet style and finish options.
- Kitchen countertop style, color, and configuration changes, including backsplash colors and materials, solid surface countertops with built-in sinks, and quartz and granite countertops with stainless steel sinks.
- Appliance options include a wide variety of ranges, dishwashers, microwaves, refrigerators, washers and dryers available through our supplier, which can be included in the sales contract price.
- A vented wall-mount range hood option
- Several plans include a butler's pantry, which can also be configured with a wine center.



Exterior Options

- Three levels of brick upgrade options in addition to included selections
- Brick details, keystones, address stones, and additional brick on exteriors
- Colored mortar options
- Shake siding accents
- Partial cultured stone exteriors
- Metal porch roofs
- Wood decks and expanded patios
- Decorative carriage style garage doors, glass panes in garage doors, and custom front door and sidelight selections



Electrical Options

- Ceiling fan pre-wires and ceiling fans
- Floodlights, pendant lights, dimmer switches, under or over cabinet lighting, and recessed lighting
- Lighting fixture upgrades available from the Brecher Lighting One showroom, which may be included in the contract price of the home
- Extra phone and cable jacks and extra phone lines
- Circuits for hot tubs, and special tools or appliances, such as freezers in garages
- Additional outlets or switches in specific locations, including plant shelves
- Blocking and outlets for wall-mounted televisions
- Home theater options in some plans

Option availability varies by floor plan

Comfort and Convenience Options

Ball Homes offers options designed to enhance the comfort and convenience of each new home and tailor it to the details of each homebuyer's lifestyle.

- USB wall outlets
- Fences, installed by a third party contractor and included in the contract sales price **(Central Ky. only)**
- Built-in mini blinds in sidelights and atrium doors
- Built-in bookcases, desks, and tech centers
- Utility room wall cabinets, folding counters, built-in ironing boards, and laundry/utility sinks
- Driveway extensions, parking pads, and utility pads for garbage cans
- Additional exterior faucets and electrical outlets, gas lines to patios
- Service doors in garages
- Rough-ins for future vented range hoods
- Rough-ins for future basement plumbing, including full and half baths and wet bars
- Additional washer/dryer connections in basements
- Exterior keypads for garage door openers
- Insulated garages
- Interior wall insulation
- Water heater size upgrades
- Lever-style interior door handles
- Modifications for handicap accessibility
- Trane "Clean Effects" air filtration systems (Central Kentucky) and HVAC efficiency upgrade options
- Geothermal systems available on some homes, with federal tax credits available

Option availability varies by floor plan



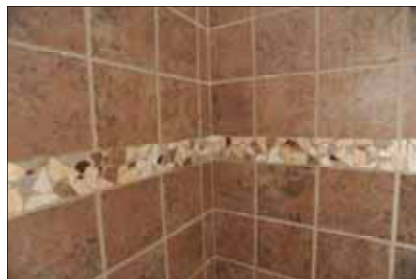
Options and Customizations

Making it Uniquely Yours

In addition to the predetermined, priced options offered for our homes and for each floor plan, Ball Homes is also able to accommodate many specific requests to revise a Ball Homes floor plan to meet a particular need or preference, based on the buyer's ideas.

Because we have an in-house drafting department that produces customized job plans for each home, as well as an in-house cost estimating department, we are able to revise floor plans upon request, with certain limits.

We are not able to approve every request, but many homebuyers have been pleasantly surprised to discover how easy it is to make a home uniquely their own, with modifications that reflect their personal preferences and lifestyles. Custom option pricing and floor plan revisions are available through the Ball Homes Specialists.



Customize



NON-REFUNDABLE PREPAYMENTS AND DEPOSITS

One of the main reasons that we are able to offer the variety and range of options and customizations that we do in our build-to-suit homes is that we sometimes secure the cost of custom changes or extensive selections from our prepared option pricing with a non-refundable prepayment or deposit, which is due at the time the options are included in the contract, or upon the release of any applicable contingency. The prepayment or deposit requirements typically equals 50 to 100% of the price of the option, and are determined at the time of contract acceptance or upon the removal of a contingency, if applicable.

Testimonials

Probably the people most qualified to discuss the advantages of owning a Ball home are those who have already done us the honor of choosing a Ball home— maybe more than once. Here's what some of our homeowners have had to say about their Ball Homes experiences:



" [We] are building our home through your company [in a Lexington Ball Homes neighborhood]. From the very first visit to one of your model homes to date, everyone that represents Ball Homes has been extremely professional and just the best people to work with imaginable . . . numbers of the Realtors when we visited the models down to the heat and air workers, plumbers, and just everyone we have come in contact with through our building. [My husband and I] would not hesitate for a second to recommend Ball Homes to any of our friends or family looking to build. To date our encounters with all your people and subcontractors have been excellent . . . [Walden Mortgage] has been extremely helpful in doing and processing our mortgage. Many times owners of companies will constantly hear negative complaints but seldom sometimes hear the positive comments. Anyway, just wanted to tell you just how wonderful your people have been and still are to work with from beginning to date . . . Thanks for the Quality People to work with!!!—V.H.

"My wife and I built a Ball home . . . a little over 2 months ago. We absolutely LOVE OUR HOME!!!! All the folks we dealt with from Ball homes were wonderful." — J.R.

"[We] have lived in our Ball Home 3 1/2 yrs. We are both educators, but I obtained my real estate license 5 years ago and was very impressed by the Charleston model when I showed it. It had the perfect floor plan in only 2800 sq ft, and showed better than property at triple the price. Not only did we sell our current home in 2 weeks and build the Charleston, but I also sold it to some friends who built right up the street from us . . . It was a joy, every step of the way, from choosing a lot, making selections, watching the process, and moving in. Our back yard backs to a creek and field; we see foxes, eagles, geese, and beautiful scenery from the two stories of windows in the great room- falling snow, autumn leaves, and emerald greens of spring and summer. We have 3 children and little cash to decorate, so what you see [in our home] is a combination of hand me downs, refinishing, and bargains. I have had the pleasure of attending two fundraisers at Don and Mira Ball's home, and am happy to take this opportunity to say thanks- keep up the good work!!!! " —S.C.

Testimonials

"My wife and I would like to take this opportunity to congratulate the entire Ball Homes team who helped make our dream come true. Our story began about 2 years ago . . . one day when we toured the Whitney model . . . we knew that this was the model that we wanted, but only in the Crestwood area. Later that year I [learned about a new location in the area we wanted to live]. At that point we had started planning for our move there. [Our agents] were great and followed us through the whole adventure . . . even listing our property for sale. Also, a special thanks to [a Milestone Agent] for selling our home and coordinating the concurrent close. We had decided that we really wanted to make our last home special and to have the options of a custom home. After visiting the new Lexington Ball Homes subdivision with [our agents] we knew it was really possible. The team of [Williamsgate superintendents] made our dream even better. After [they] had hand built our stone fireplace, we already felt like this was our new home. They were a joy to work with and made changes that even made our custom home better. From the stone front of our Whitney II to our greatly admired covered deck, thanks to help from [our agents and superintendents] and Mike Ball, both [my wife] and myself are true Ball Home believers." — D.G. and N.G.



"It is rare to find a company, such as yours, that takes pride in their work and does what they can to keep their customers happy . . . Thank you for the dedication you give to your homes and your customers." — C.P.

"We recently finished building a Ball Home and there were three employees involved who deserve recognition for pride in their work and outstanding customer service. . . . Building a house was a stressful process for us and I am grateful that we had them to help us along. I would not hesitate to recommend a Ball Home to anyone else if those three were involved in the process." —J.P.



"I am a resident of [a Ball Homes neighborhood in Louisville]. We were one of the first buyers of a lot and built an Harrington in this subdivision over 5 years ago. We recently sold this house and would be moving out around Christmas. I wanted to take this opportunity to thank everyone at Ball Homes for a wonderful experience they gave us. This was our first home and from the time of picking up upgrade items at Ball Homes office to the

building process and then living in the house, we had nothing but [a] great experience. Ball Homes builds great homes and above all stands by its product. Before deciding to go with Ball Homes, we researched a lot and found Ball Homes provided the best value and I have to say that Ball Homes exceeded our expectations. I would also like to mention about the customer service department of Ball Homes. You have a wonderful and courteous staff. I remember that during my 1st year walk thru, I pointed out to the Ball Homes supervisor that my front door being black, gets too hot in summer. That gentleman immediately painted our front door to match it with our siding.

I will take fond memories from this house especially because it was our first house and we had our daughter born here. I would recommend Ball Homes without any reservations to all my friends and family interested in buying in this price range.

You all ROCK!!!" — A.C.

Testimonials

"I wanted to take a moment to thank [Milestone Agents] for playing such an important role in the purchase of our new Ball Home. [Their] individual . . . follow-up efforts resulted in a great home buying experience. Although we had a speed-bump towards the end, things worked out and we're very happy. Ball Home's commitment to getting the job done right (before and after the sale) and understanding their customer's issues is a testament to their professionalism and strong reputation. I tell everyone I know how happy we are with our Ball Home." -- MK and JK



"You have an excellent team . . . We love our new home and have been very impressed with the quality of workmanship and the quality of service provided. I just wanted to take the opportunity to let you know how wonderful the experience has been."—S.M.

"I closed on a customized Ashley II Ball Home . . . Not only was the floor plan amazing, but the available options were tasteful and complementary. I have had several compliments from friends and family, as well as from impressed passersby. My Milestone agents . . . and Walden Mortgage were unfailingly courteous, professional, patient and available. In fact, when the closing was delayed and almost jeopardized my trip abroad, all of my agents, in concert the regional and national directors, came up with a practical solution to the problem. Thus, despite some moments of anxiety on my part, when all was said and done, Ball Homes came through for me, and I was able to make my trip. Since closing, the quality service has continued through the Customer Service Department . . . [My agent] has maintained contact, to make sure that I am thrilled with my investment. And I am. I have made frequent and terrible oaths that this is the last house I will ever build or buy, but if that ever changes, I know whom I will be calling . . ."— E.E.

"We want to take this opportunity to thank you and your Customer Service organization for all the help, support, and immediate response to our needs. We have built a number of custom built homes over the last 25 years and the service and cooperation we receive from Ball Homes's entire organization has been equal or better. The Customer Service personnel and the subcontractors have been a pleasure to work with especially when so many companies tend to 'walk away' from their commitments . . . Again, thank you for the excellent service, much appreciated" —L.Y. and S.Y.



"This is the fifth house we have built and this is by far the best! The workmanship is superior! We are very happy customers!" -- FK and JK

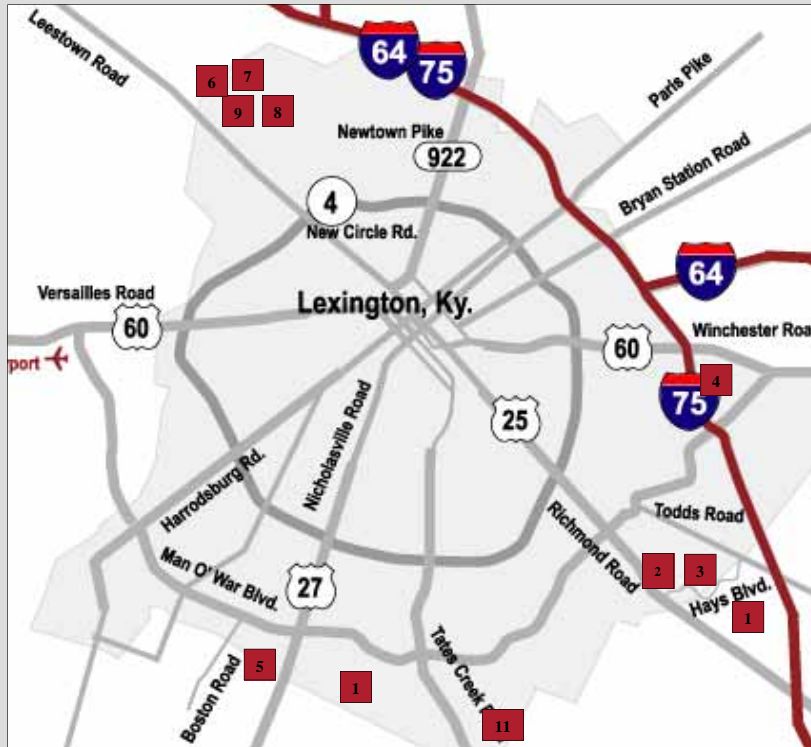
"I feel we have a very unique Ball Homes Story to tell . . .my husband and I were a little stressed with building a new home and awaiting the arrival of our first child in early June. Throughout my pregnancy I continuously joked about going into labor at our old house and coming home to a brand new home. On the morning [we were scheduled to close on our house] we woke early to get things ready for our movers when they arrived. However, our little one had other ideas on his mind. I began feeling tired and began having pains. Brushing the pain off as nerves, we headed to our final walk-through. As my pains grew harder, I sat in the car as the realtor and my husband ticked-off items on the punch list. Finally, around 11:00 a.m. we arrived to the closing. My husband and I began counting contractions. As we entered the attorney's office, we determined my pains were five minutes apart. Everyone in the closing signed papers as quickly as possible. Finally, we were owners of our new Ball Home! We left the closing, gave our new key to the movers, and headed off to the hospital. That afternoon around 3:15 we

welcomed our new baby boy! In a few days, our new family began our life in our new home. We have been in our home for nearly 5 1/2 years. During that time, we have another addition to our family. We truly love our neighborhood, our neighbors and our home. We are truly blessed."—S.G. and R.G.

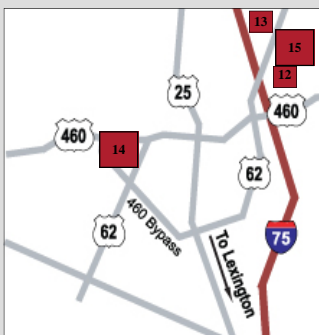


Our Central Kentucky Communities

LEXINGTON



GEORGETOWN



FRANKFORT



VERSAILLES



RICHMOND



What's New?

New homesites in various locations become available through Ball Homes on a regular basis. **For the latest news on new neighborhoods and homesites, follow us on Facebook and Twitter, check out our blog, or visit ballhomes.com and 'sign up' for updates and news.**

1 CHILESBURG

LEXINGTON

Chilesburg Point, Trace, Cottages, and Landing are part of the beautiful and innovatively designed Chilesburg neighborhood, which features tree-lined boulevards, signature plank and stone entrances, walking trail access, open spaces and preserved mature trees, pocket parks, and a planned neighborhood association. All homes include fiberoptic service to the home. Chilesburg is a well-located neighborhood with good access to nearby Jacobson Park, Interstate 75, and a very short distance from shopping, dining, and entertainment at Andover Place or Hamburg Place.



CHILESBURG COTTAGES

Chilesburg Cottages offers approximately eighteen floor plans on homesites that are typically forty feet wide, with plans ranging from 1208 to over 2500 square feet. Homes include one and two car garages, three to four bedrooms, with many flex room and loft options available.



CHILESBURG TRACE

Chilesburg Trace offers a large selection of floor plans on homesites that are typically forty-five to fifty feet wide, with plans ranging from 1402 to over 3200 square feet. Homes include two car garages, three to four bedrooms, with many flex room and loft options available.



CHILESBURG LANDING

Chilesburg Landing offers more than two dozen floor plans, on homesites that are typically sixty feet wide, with plans ranging from 1700 to 3547 square feet. Homes include two car garages or larger, three to five bedrooms, with many flex room and loft options available. Homes in the Landing include an upgraded amenity package.

Directions: Todds Road outbound approximately one mile past Man O'War Boulevard. Right on Hays Boulevard, then left on Jouett Creek Drive, to left on Sperling Drive. East Lexington Information Center on left, at 4180 Sperling Drive.

2 THE ENCLAVE AT CHILESBURG

LEXINGTON



The Enclave offers upscale homes with larger lot sizes and an abundance of green space. Mostly brick exteriors and an enhanced amenity package will be included with these 2000 to 3500 square foot homes. This unique neighborhood design includes approximately sixty percent of the total acreage set aside as green space and common areas. Lawn care of unfenced lawns is provided by the HOA.

Located just off Chilesburg Road in the Richmond Road corridor, The Enclave offers great access to east end amenities and shopping at Andover and Hamburg, plus convenient access to I-75.

Directions: From outbound Richmond Road, turn left at Hays Boulevard just past Jacobson Park. Turn left again on Chilesburg Road. Follow to left turn at Lochmere Place.

3 THE WALNUT HILL CLUB AT CHILESBURG

LEXINGTON

The Walnut Hill Club at Chilesburg is a luxury townhome community designed for a maintenance-free, amenity-rich lifestyle. This community enjoys all the benefits of the master-planned Chilesburg neighborhood, including walking trails, signature stone and plank entrances, and open spaces, plus a private pool and clubhouse. Exterior maintenance is provided through the HOA, so homeowners can relax and enjoy the things they love most.



Both ranch plans and two-story plans offered, with several layout variations. Square footages range from around 1700sf to over 2600sf. Starting prices from the \$200's to the \$240's. First floor master suites on all layouts, plus comfort and accessibility features like wider doorways, lever style door knobs, and roll-in shower options.

An enhanced amenity package includes built-in bookshelves, a fireplace, a bowfront garden tub with acrylic block window above and separate shower stall in the master bath, vaulted and tray ceilings, flooring upgrades, attic storage, and more. Additional

luxury upgrades and plan customizations are available, including sunrooms, study or office layouts, and additional bedrooms.

Directions: Visit Chilesburg by taking Todds Road outbound approximately one mile past Man O'War Boulevard. Turn right at Hays Boulevard, and continue straight through intersection with Jouett Creek Drive to reach the Walnut Hill Club entrance on the right. Follow Castlebridge Lane to the left of the Clubhouse, then left on Hannon Way to model home at 512 Hannon Way.

Our Central Kentucky Communities

4 THE RESERVE AT BRYANT OAK

LEXINGTON

Homesites are available for two groups of home and lot sizes in The Reserve at Bryant Oak neighborhood, which is ideally located for access to Interstate-75 or for shopping, dining, and entertainment at nearby Hamburg Place. Access to Winchester Road is close by, providing good access to downtown Lexington and to Winchester.



The Reserve at Bryant Oak offers homes from around 1940sf to more than 3500sf. Homes include two car garages or larger, three to four bedrooms, and two or more baths. Please see an agent for more information.

Directions: Visit Bryant Oak by taking Man O'War Boulevard northeast past Hamburg Place and Interstate 75, toward Winchester Road. Turn right onto Blackford Parkway. See model home at 2969 Blackford Parkway.

5 WILLOW BEND

LEXINGTON

Willow Bend is a popular south side neighborhood with direct access to Man O'War Boulevard. Located near Nicholasville Road shopping, dining, and entertainment, as well as Boston Road shopping and dining, Willow Bend offers unparalleled convenience. Homesites are typically forty to forty-five feet wide.

WILLOW BEND COTTAGES



A limited number of homes and homesites remain in the Willow Bend Cottages. Plans have two to a possible four bedrooms and two or more baths. These homes typically include a one-car garage, and oversized garage and two-car garage options are also available. These homes are characterized by open layouts, great square footage values, and flexible plan options, with many upgrades and customizations available.

WILLOW BEND VILLAS



A limited number of homes and homesites remain available in Willow Bend Villas. Floor plans offer from 1400 to over 3500sf, three or more bedrooms, and two or more baths. All homes include a two car garage. Most homes have luxury bath options available, and bonus rooms, additional bedrooms, attic storage packages, and customized kitchen layouts are also widely available.

Directions: Located outside of Man O' War Boulevard between Nicholasville and Boston Roads, Willow Bend can be reached by turning from Man O' War Boulevard onto Winthrop Drive. Please visit the South Lexington Information Center at 4068 Mooncoin Way for more information and to view local models, Quick Moves, and available homesites.

6 MASTERSON PLACE

LEXINGTON



Masterson Place is located within Masterson Station, and next to the Sandersville Elementary school. More than two dozen floor plans are offered, from 1700sf to 3547sf. Homes have three to a possible five bedrooms. Several plans have guest suite layouts, bonus room or attic storage options, or other flex room layouts. All homes include a two car garage. Typical homesites are about sixty feet wide, and several lots adjoin open space. These homesites are located on Eminent Drive and offer optional club and pool membership at Masterson Station. Enjoy Masterson Station Park and shopping and dining in the Townley Centre area.

Directions: Take Leestown Road west, outside New Circle Road, and turn right onto Masterson Station Drive just before Masterson Station Park entrance. Continue on Masterson Station to Sandersville Road, turn left, and follow Sandersville Road to right turn at Eminent Drive to view homesites. Alternately, take Leestown Road to a right turn on Greendale Road, follow to left turn on Spurr Road, and then left on Sandersville Road. Eminent Drive will be on the left.

7 THE VILLAS AT MASTERSON

LEXINGTON



The Villas at Masterson includes homesites in Greendale Villas, Masterson Station, and Masterson Hills. These neighborhoods offer a large collection of our floor plans on homesites that are typically forty-five feet wide. Over twenty plans are offered, including ranches, two-story homes, and first-floor masters. Homes range from just over 1300sf to 3262sf and include two car garages, three to four bedrooms, and in many cases, loft or bonus room options.

Greendale Villas homesites are located on the north side of Sandersville Road, in the Skyview Lane area. Masterson Hills homesites are located off Our Tibbs Trail, and additional homesites are located in the Winding Oak Trail area of Masterson Station.

Masterson Station homesites offer optional club and pool membership at Masterson Station. These great west side locations are near Masterson Station Park and shopping and dining in the Townley Centre area, and are convenient to New Circle Road and a short drive to access to Interstate 64 or 75.

Directions: Greendale Villas, Masterson Villas, and Masterson Hills are located in or adjacent to Masterson Station, off Leestown Road west of New Circle Road. Visit the West Lexington Information Center at 2951 Eminent Drive in Masterson Place for more information and to view local models, Quick Moves, and available homesites.

8 GREENDALE RESERVE

LEXINGTON



Greendale Reserve offers plans are from our Traditions series, plus selected Villa plans, with homes ranging in size from 1993f to 3547sf. These flexible three, four and possible five bedroom homeplans can be customized from a wide variety of options and interior enhancements. Many plans include options for lofts, bonus rooms, first floor guest suites or offices, attic storage packages, tech centers, customized kitchen layouts, and more. Luxury bath layouts are included on some plans, and available on all homes. Typical homesites are about sixty feet wide.

Greendale Reserve's neighborhood design includes conservation greenways, landscape buffers, retention areas with preserved mature trees, and dual entrances directly onto Greendale Road. Greendale Reserve is convenient to

shopping and dining at Townley Centre and to recreation at Masterson Station Park.

Directions: To visit Greendale Reserve, take Leestown Road west to a right turn on Greendale Road, and go 1.2 miles to entrance on left. Visit the West Lexington Information Center at 2951 Eminent Drive in Masterson Place for more information and to view local models, Quick Moves, and available homesites.

9 GREENDALE COTTAGES AT MASTERSON STATION

LEXINGTON



This community offers seventeen floor plans, beginning at 1208sf and going up to 2500sf. Homes are available with one car, oversized one car, and two car garages. These homes have open layouts, great square footage values, and many have flex options such as dens or lofts that can also be converted to additional bedroom space.

Typical homesites are about forty feet wide. This area is adjacent to an established residential neighborhood, and convenient to shopping and dining at Townley Centre and to recreation at Masterson Station Park.

Directions: Greendale Cottages is located adjacent to Masterson Station. Take Leestown Road west, outside New Circle Road, and turn right onto Masterson Station Drive just before Masterson Station Park entrance. Continue on Masterson Station Drive to Sandersville Road, and turn right to reach new homesites. Visit the West Lexington Information Center at 2951 Eminent Drive in Masterson Place for more information and to view local models, Quick Moves, and available homesites.

Our Central Kentucky Communities

10 GLASFORD

LEXINGTON

Glasford is located between Tates Creek and Nicholasville Roads on the outer loop of Man O' War Boulevard, between the Waterford and South Point neighborhoods. Glasford offers convenient access to Man O' War Boulevard and to some of Central Kentucky's most popular shopping, dining, and entertainment on Nicholasville Road.

GLASFORD



More than thirty floor plans are available, from over 1400sf to above 3500sf. Amenities include fiberoptic to the home, all-electric homes, two tone paint in living areas, architectural shingles, dropped brick skirt foundations, and crown molding, chair rail, and wainscoting packages in formal living and dining.

GLASFORD VILLAS



Nineteen floor plans are available, from over 1400sf to above 2810sf. All homes have two-car garages and three to four bedrooms. Neighborhood amenities include fiberoptic to the home, all-electric homes, two tone paint in living areas, architectural shingles, and dropped brick skirt foundations.

Directions: From Man O'War Boulevard, travelling southwest on the inner loop between Tates Creek Road and Nicholasville Road, turn left onto Osbourn Way at the new entrance from Man O'War. Turn right onto Mooncoin Way. The South Lexington Information Center is on the left at 4068 Mooncoin Way.

11 THE RESERVE AT TATES CREEK



The Reserve at Tates Creek offers a rare opportunity for distinctive homes on premium lots. Coming in Summer 2013, The Reserve will offer upscale homes with larger lot sizes. The Reserve is comprised of just twenty homesites and is bordered by land that is currently undeveloped in Jessamine County. These 2000 to 3500 square foot home plans can be customized by the buyer from a variety of layout options and upgrades.

Located just off Tates Creek Road near the Fayette-Jessamine County line, The Reserve at Tates Creek is a rare opportunity to build a luxury home in this highly desirable and limited availability location. Close to Hartland Estates, and near south side shopping and dining.

Directions: Follow Tates Creek Road south past Man O'War, past Hartland Estates, turn right on Bridlewood Lane.

Web Tip

Find out about the latest lot releases and new communities from Ball Homes News. Sign up for email updates by visiting www.ballhomes.com.



12 ROCKY CREEK FARMS AND THE VILLAGE AT LANE'S RUN

GEORGETOWN



Rocky Creek Farms and selected homesites in the adjacent Village at Lane's Run offer homes from 1208sf to 2012sf. Available plans have three to a possible four bedrooms, and two or more baths. Several homes have one car or oversized one car garages, and some plans have two car garages. These flexible floor plans offer great square footage values. Some plans have first floor master baths, luxury bath options, lofts, attic storage options, and many opportunities to customize. Typical homesites are fifty feet wide.

Rocky Creek Farms and The Village at Lane's Run are located on the east side of Georgetown, close to local shopping and dining and with excellent access to Toyota and to Lexington via Interstate 75.

Directions: From Georgetown, take 460 East toward Paris. Approximately 2 miles east of Interstate 75, turn left onto Thorndale Drive and continue to Brookford Way, going around the roundabout to turn west (to the left) on Brookford Way. Homesites in The Village at Lanes Run are adjacent to Rocky Creek Farms. From Lexington, take I-75 North to Exit 125. Turn right onto US 460 and proceed as above.

13 PLEASANT VALLEY

GEORGETOWN



Pleasant Valley offers more than two dozen floor plans, beginning at 1464sf and going up to more than 3000sf. These home plans have three to a possible five bedrooms and two to a possible three baths. A mix of ranch and two-story plans is available, including first floor master plans. Most homes have options for luxury master baths, and they are included with some homes. Customized kitchen layouts, attic storage options, bonus rooms, and loft options are widely available. Typical homesites are 58 feet wide by 125 feet deep, and the neighborhood layout incorporates open space.

This east Georgetown neighborhood is located very close to Toyota, and to local shopping and dining in the Cherry Blossom area, as well as excellent access to Interstate 75.

Directions: From Georgetown, take US 62E/Cherry Blossom Way to Cynthiana Road, just Northeast of I-75. Turn at first right onto Oxford Drive, and follow to neighborhood entrance on right, at Schneider Boulevard. Turn left at McIntosh Park to reach homesites. From Lexington, take I-75 North to Exit 126. Turn right onto US 62 and proceed as above.

14 McCLELLAND VIEW

GEORGETOWN



McClelland View offers comfortably-sized homesites for homes from 1794 to over 3500 square feet. Community design features open spaces and preserved trees. Open space and entrance will be maintained by a planned Home Owners' Association. Plans have three to a possible five bedrooms, two or more baths, and two car garages or larger. Most of these customizable home plans are suitable for luxury master bath layouts and customized kitchen cabinet layouts, and many have loft, tech center, or first floor guest suite configurations.

Located on the west side of Georgetown, McClelland Springs offers great access to the bypass and is well-located for commuting to Lexington, Midway and Frankfort. It is close to shopping, recreation, and dining areas in Georgetown, and only a few minutes' drive from I-64 and I-75 and Toyota.

Directions: Off US 460, just West of Payne's Depot. Traveling west on the bypass, go approximately 1.5 miles past the intersection with US25 (Lexington-Georgetown Road), and past intersection with Payne's Depot. Entrance on left at Fincastle Way. From Lexington, take US25 (Georgetown Road) north to Georgetown to reach the bypass, turn left, and proceed as above.



MODEL HOME OPEN HOUSES

Our model homes are always available for showings by private appointment, and most local realtors are able to access them at any time by use of the "lockboxes" at each model that contain a key. Open house schedules vary, but most models are open from 1 to 5pm on Saturday and Sunday, with additional hours during the week at some locations. Open houses are also regularly scheduled for our Selection and Design Centers. Check out the most current schedule at www.ballhomes.com.

Our Central Kentucky Communities

15 THE ABBEY AT OLD OXFORD

GEORGETOWN



This Georgetown community is near Toyota, and convenient to I-75. Enjoy all the shopping, dining, and conveniences on Cherry Blossom Way, plus proximity to the Cherry Blossom Golf and Country Club.

Floorplans from 1794sf to over 3200sf are offered, with more than two dozen plans to choose from. Homes include three to five bedrooms, two or more baths, two car garages, and a variety of layout options. Some plans offer bonus room or loft options, and custom kitchen layouts are available on most. These all-electric homes include dropped brick seats and architectural shingles

Directions: From Georgetown, take 460 East toward Paris. Just East of Interstate 75, turn left onto Connector Road, right onto Old Oxford Road, left onto Herndon Blvd.

16 THE MAPLES

FRANKFORT



The Maples is located in a quiet area of gently rolling Bluegrass hills, and many homesites are lined with trees and have beautiful views. This location is a short drive to access to Interstate 64, convenient to downtown Frankfort or Georgetown, and close to local shopping, dining, entertainment, and recreation, as well as local middle and high schools.

A limited number of homesites remain available in this neighborhood, which offers homes from three to a possible five bedrooms with two or more baths, all with two car garages. Ranch and two story homes are available, including several first-floor master plans. Square footages range from 1564 to more than 3000sf. All homes have luxury baths layouts available, and in some cases, they are included.

Directions: Located off Highway 2822 (Steadmantown Road), near US460. The Maples can be reached by taking US60 to US460, travelling east approximately .5 mile on US460 towards Georgetown, then turning left onto Highway 2822 (Steadmantown Road). Go approximately .5 mile and turn right onto Forest Ridge Drive. From Lexington, take Interstate 64 to exit 58, turning right onto US60, and continue as described above.

17 ROSE RIDGE

VERSAILLES



Selected homesites are now available through Ball Homes in this partially completed development, located in Versailles and very convenient to Falling Springs and to Lexington via the Blue Grass Parkway and Versailles Road. A limited number of lots in Rose Ridge are owned by Ball Homes.

Twenty-floor plans are offered, starting at 1700sf. Most floor plans have three to five bedrooms and two or more baths, and all have two car garages. These nicely -sized lots are ideal for large ranch plans, or for those looking for more spacious yards.

Directions: Take Exit 68 from the Bluegrass Parkway, Highway 33 (Troy Pike) north towards Versailles and turn right on Old Dry Ridge Road. Follow to a left turn onto Rose Ridge Drive. From downtown Versailles, follow Troy Pike (Highway 33) South to intersection with Falling Springs Blvd, turn left on Old Dry Ridge.



BUYER INCENTIVES

On certain homesites, Ball Homes offers **Buyer Incentives**. In neighborhoods where Ball Homes is motivated to complete construction on scattered homesites in an earlier phase of development, or locations where a limited number of homes remain available, we offer Buyer Incentives, typically valued at \$1000 to \$4000, which are credits for the buyer to use on options included in the sales price. Buyer Incentives are noted on the lot information for each lot as available through any Ball Homes Specialist.

18 GLENEAGLES RESERVE AND GLENEAGLES VILLAS

VERSAILLES

Gleneagles and Gleneagles Villas are located on the west side of Versailles, close to established neighborhoods and very convenient to Lexington, the Bluegrass Parkway, and local shopping and dining.

GLENEAGLES RESERVE



Gleneagles Reserve offers floor plans that range from 1884sf to over 3500sf, with three to four-plus bedrooms and two car garages (plus two three-car plans). An upgraded amenity package is included, and a variety of customizations are possible on these homes. Several plans have flexible plan options for storage or bonus rooms, guest suites, lofts, or additional bedrooms or studies. Most plans have or can be upgraded to include luxury master baths, customized kitchen cabinetry, and more. Many homesites are tree-lined, and typical lots

GLENEAGLES VILLAS



Plans offered range from 1304sf to 3262sf. These three, four, and possibly five bedroom homes have many options and upgrades to choose from, including luxury bath options, lofts, attic storage packages, tech centers, and much more. This neighborhood has excellent access to the Bluegrass Parkway, and is just minutes from Lexington on the Lexington-Versailles road. Current homesite availability is limited, and options are also available to build Villa homes in Gleneagles Reserve, for

Directions: Located off Lexington-Versailles Rd (Route 60), about one mile west of the Bluegrass Parkway. From US60, coming from Versailles, turn right onto Paddock Drive. The model home is located on Paddock Drive. Reach new homesites by turning left on Lucas Lane just past the model, and then onto Gleneagles Way.

19 HAMPTON RIDGE

RICHMOND



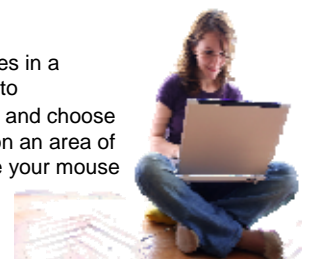
Hampton Ridge has limited availability remaining. Homes available come from a selection of thirty plans, with three to four bedrooms and two or more baths, all with two car garages. Homes are sized from 1300sf to 3064sf. Many plans have options for luxury bath layouts, bonus or attic storage rooms, or lofts.

Homesites in Hampton Ridge are typically seventy feet wide. This neighborhood offers good access to Interstate 75 and the Richmond bypass, as well as local shopping and dining.

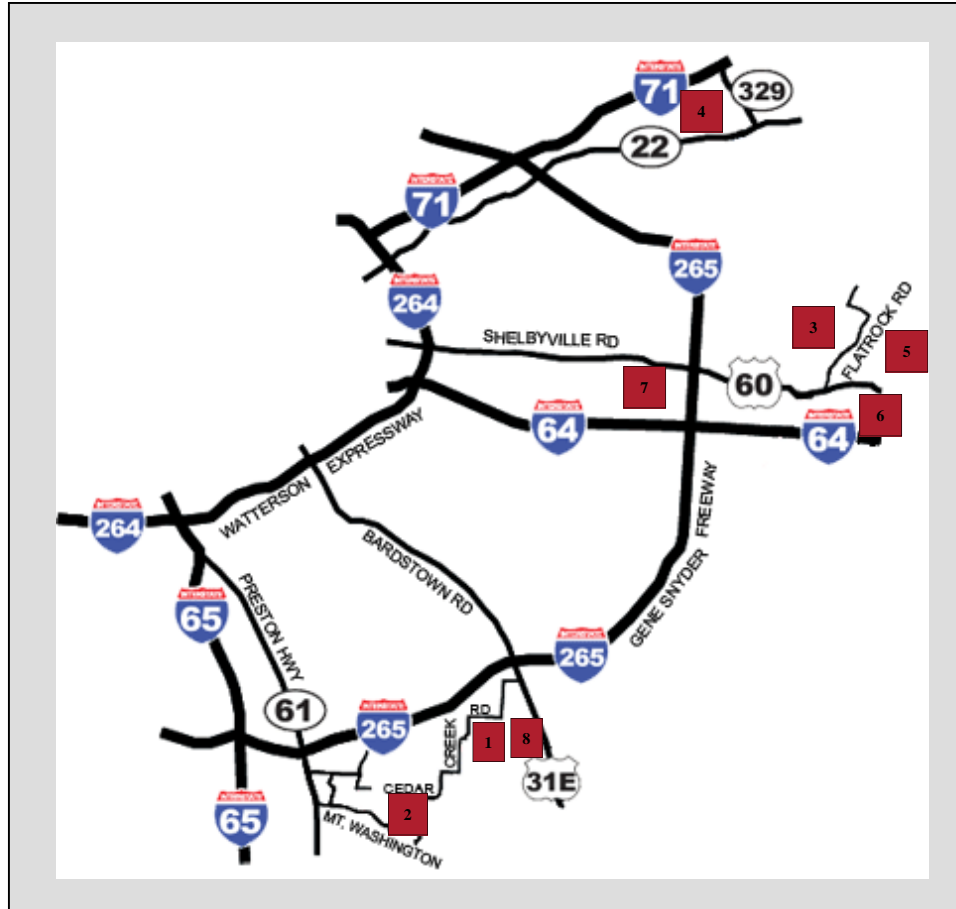
Directions: Hampton Ridge is located off Four Mile Road near the Richmond bypass, Highway 421. From the bypass, turn onto Four Mile Road, and travel .8 of a mile to a left turn onto Primrose Circle to enter Hampton Ridge. From Lexington, take I-75 south to Richmond, to exit 90-A to reach the bypass (Highway 421).

Web Tip

To look at a sales plat and see which homesites in a neighborhood are currently available, go to www.ballhomes.com, go to a community page, and choose "Available Homesites" from the right toolbar. Click on an area of the plat to open up a map of each section, and move your mouse over the lots to view status information.



Our Louisville Area Communities



1 CEDAR GLEN AND CEDAR MEADOWS



Cedar Meadows and Cedar Glen are adjoining neighborhoods offering a large selection of floor plans. Available homes range from 1402sf to 3262sf and homes can be customized from a wide variety of floor plan and finish options. This convenient location is close to Beulah Church Road and the Gene Snyder Freeway.

Directions: From the Gene Snyder South, take Bardstown Road to Cedar Creek Drive. Turn right and follow Cedar Creek Road to neighborhood entrance on left. Cedar Meadows homesites are immediately before Cedar Glen on Cedar Creek Drive.

2 COOPER FARMS



Cooper Farms offers a large selection of floor plans, ranging from 1304sf to over 3200sf. Plans have from three to a possible five bedrooms, and up to three baths. All homes have a two-car garage. Most plans offer upgraded master bath layouts, and several offer finished bonus or attic storage room options, guest suites, tech centers, loft options, customized kitchen layouts, and more. This community is located near the Gene Snyder and has good access to I-65.

Directions: From the Gene Snyder South, take Preston Highway to Mt. Washington Road. Go east on Mt. Washington Road approximately 1.3 miles and turn left into the neighborhood.

3 FLATROCK RIDGE



A large selection of floor plans are offered in Flat Rock Ridge. This neighborhood offers plans from 1464sf to over 3200sf. Plans have three to a possible five bedroom homes with up to three baths, and two car garages. Adjacent to the Polo Fields neighborhood, this community offers a great location and a beautiful environment surrounded by mature trees.

Directions: To visit Flatrock Ridge, take Shelbyville Road East to Flat Rock Road. Follow Flat Rock Road for approx. 2.5 miles to Flat Rock Ridge entrance at Bowline View Trail.

4 WILLIAMSGATE



Williamsgate offers twenty home plans from 1940sf to 3547sf, including ranch plans, first floor master plans, and a variety of two-story plans. Available homes have up to a possible five bedrooms, and up to three baths. Two car garages are included on all plans, and a three-car tandem garage is available on one plan.

An enhanced amenity package is included in this well-located community, near scenic Crestwood and convenient to I-71. Homesites are typically 75' wide, and neighborhood design includes open spaces, landscape buffers, and protection of existing tree lines.

Directions: Take the Gene Snyder Freeway (I-265) to Brownsboro Rd outbound (W KY-22). Continue as it becomes Ballardsville Rd. Williamsgate is on the left, just past Clore Lane. Enter on Williamsgate Boulevard.



BALL HOMES AND LOUISVILLE MAKE NEWS IN 2008

In a 2008 publication, BUILDER magazine ranked Ball Homes as the Louisville area's number one builder, and the Louisville market as one of the nation's 50 top performing markets for new construction in 2007. Rankings for single family home builders were based on volume of new homes closed, and markets were ranked according to the number of building permits issued for new construction. Louisville was ranked 47th of 50 national housing markets for new construction. The top three markets were the metropolitan areas of Houston, Atlanta, and New York, in that order. Louisville was the only Kentucky city on the list.

Our Louisville Area Communities

5 NOTTING HILL



Selected homesites in Notting Hill are available through Ball Homes, with opportunities to purchase other homesites available on a contract basis. Choose from twenty-four floor plans with homes from 1941sf to over 3500sf. Homes are mostly brick exteriors, and carriage style garage doors are included in this community. We offer seven plans with over 3,000sf of living space, and fifteen plans over 2500sf.

Notting Hill is an upscale neighborhood in a country setting, located on the very desirable Shelbyville Road corridor. Notting Hill is just minutes past the Valhalla golf course, and near recreation at Long Run Park and Miles Park. Enjoy shopping and amenities in nearby in Middletown, as well as proximity to Christian Academy.

Directions: From the Snyder (I-265), go east on Shelbyville Road (Hwy 60) for five miles and turn left onto Notting Hill Blvd. into the community.

6 ARLINGTON MEADOWS



Ball Homes are available on selected homesites in two sections of this community.

Section 3 offers twelve plans from the Villa and Traditions collection, with homes from 1894sf to 3262sf. Homes in this section are mostly brick, with side entry garages and L-drives included. Basements are available on some homesites. Homes have three to five bedrooms and two to three baths, with many luxury bath upgrades, lofts, bonus rooms, and flexible spaces offered.

Sections 1A and 4 offer eighteen plans from the Villa and Traditions collection, with homes from 1794sf to 3262sf. Basements are available on some homesites. Homes have three to five bedrooms and two to three baths.

Directions: From the Snyder (I-265), go east on Shelbyville Road (Hwy 60) for approximately four miles, and turn right onto Arlington Meadows Drive into the community.

7 URTON WOODS



New homes available in Urton Woods range from 1894sf to over 3500sf, with basement options available on suitable homesites. These plans include several larger ranch styles and our largest two-story homes, all of which have three or more bedrooms, two or more baths, and a two car garage. These flexible plans can be customized from a variety of layout options and upscale amenities.

This great east end location offers good access to Shelbyville Road and the Gene Snyder, and includes beautiful preserved open spaces bordering Popes Lick Creek.

Directions: From the Gene Snyder north of I-64, take the Shelbyville Road exit going east. Turn immediately left at Urton Way and follow 1.5 miles to the entrance at Urton Woods Way, on the right.

8 PRIMROSE MEADOWS



Primrose Meadows offers homes from 1550sf to over 3200sf, with several plans to choose from. These three to five bedroom homes can be customized from a variety of layout options, including lofts, bonus rooms, first floor guest suites, luxury baths, and more. Homesites range from 50 to 60 feet wide.

This south end community is located near the Gene Snyder and has good access to I-65 and to Bardstown Road.

Directions: Take Bardstown Road south of the Gene Snyder and turn right on Thixton Lane. Follow 2.5 miles to entrance at English Meadow Drive, on right.

What's New?

New homesites in various locations become available through Ball Homes on a regular basis. **For the latest news on new neighborhoods and homesites, follow us on Facebook and Twitter, or visit ballhomes.com and 'sign up' for updates and news.** You can also check out our blog at ballhomes.com/blog, or find us on Pinterest to get the latest ideas and commentary.

Our Knoxville Communities



1 FALCON POINTE



In Falcon Pointe, homeowners can enjoy not only the great location and proximity to the lake, but the amenities of the swimming pool and clubhouse within the community, plus sidewalks, streetlights, and a boulevard entrance with stone fountain. Homes in Falcon Pointe are available in several units, and each unit offers its own floor plan selection and starting price. All base prices include the homesite.

Homes in Unit 1 and 2 of Falcon Pointe have mostly brick exteriors. Base prices range from the \$220's to the upper \$270's in Unit 1. More than two dozen plans from 2038sf to 3458sf are offered, and homesites are typically 75 feet wide. Unit 2 of Falcon Pointe offers a dozen plans from the \$220's to the \$270's, from 2067sf to 3300sf. Homesites in Unit 2 are typically 60 feet wide. Units 3 and 4 offer twenty-one plans priced from the \$190's to the \$250's, with homes ranging in size from 1794sf to

3307sf. Homes in Unit 3 and 4 have brick and vinyl front exteriors per plan elevation, and vinyl siding on the sides and back, with a dropped brick seat.

Directions: Take I-140 South/Pellissippi Parkway to Westland Drive, going west. Follow to a right turn onto South Northshore Drive, follow past Concord Marina. Turn left onto Falcon Pointe Drive to enter.

2 SILVER OAK



Twenty-four floor plans from 1995sf to over 3400sf are offered in Silver Oak. Base prices represent elevation A for each plan, with alternate elevations available, some at an additional cost. These flexible three to five bedroom homes have two or more baths, and many have plan options for lofts, finished bonus rooms, and more. Luxury baths are included on some plans, and available options on all of the plans offered. Homes can be customized with a wide variety of interior and exterior options and finishes.

Silver Oak, located just inside Loudon County, offers such great access to Fort Loudon Lake, Turkey Creek, and all the amenities West Knoxville offers. The neighborhood is in close proximity to lake recreation at Fort Loudon Lake, Choto, and Concord Park and Marina, as well as West Knoxville attractions. Homesites are typically 100 feet by 150 feet or larger. Amenities include a community pool.

Directions: Take I-140 South/Pellissippi Parkway to Westland Drive, going west. Follow to a right turn onto South Northshore Drive, follow past Concord Marina. Silver Oak is on the right, just past Harvey Road and inside Loudon County. Turn right onto Silver Leaf Drive to enter.

3 GREENBROOK



Offering a total of forty floor plans on two homesite sizes, with base prices from the \$180's to the \$250's. Greenbrook is located north of I-40 off the Pellissippi Parkway and offers proximity to Oak Ridge, nearby shopping, and Hardin Valley schools.

Directions: Take I-40 to 140 North (Pellissippi Parkway) and go north to a left turn at George Light Road. Continue to right turn on Solway Road, and follow to Greenbrooke entrance on right at Gable Run Drive.

4 TURNING LEAF



A limited number of homesites and approved floor plans are available through Ball Homes in Turning Leaf. Ball Homes can purchase selected lots on behalf of a contracted, non-contingent buyer and build our floor plans to suit. Several 2800sf+, four to five bedroom plans from our Traditions collection are currently approved for this community, and others may be available. Side entry garages are included, as of 10.7.13 Third car garage options and walkout basement options are available on suitable homesites. This upscale community offers signature landscaped entrance, preserved open space, swimming and wading pools, walking and jogging trails, and a clubhouse. Homes are customized to meet neighborhood Architectural Review Committee specifications.

Directions: Take I-140/Pellissippi Parkway East toward Maryville to Westland Drive Exit, head west (toward the Weigls). Follow to a right turn onto South Northshore Drive, follow past Concord Marina and round-a-bout. Continue on Northshore to left turn on Harvey Road, then continue on Early Road. Go .7 miles on Early Road to a right turn on Mystic Ridge Road to enter Turning Leaf.

What's New?

New homesites in various locations become available through Ball Homes on a regular basis. **For the latest news on new neighborhoods and homesites, follow us on Facebook and Twitter, or visit ballhomes.com and 'sign up' for updates and news.**

You can also check out our blog at ballhomes.com/blog, or find us on Pinterest to get the latest ideas and commentary.



Thank you for your interest in Ball Homes. We appreciate the importance of the decision to purchase a new home, and we are glad to be considered as your builder.

Please stop by our model homes, visit us on the web at www.ballhomes.com, or contact a Ball Homes Specialist for more information about how Ball Homes can help make your new home dreams come true.





Ballhomes[®]
ballhomes.com

CENTRAL KENTUCKY
Milestone Realty Consultants
Lexington Area 859.245.1179
Georgetown/Frankfort 502.867.7399

LOUISVILLE AREA
Prudential Parks and Weisberg
502.694.2991

KNOXVILLE AREA
J Honeycutt Real Estate
865.329.6919



888.268.1101 (toll free)

December 10 2013
All Rights Reserved.

