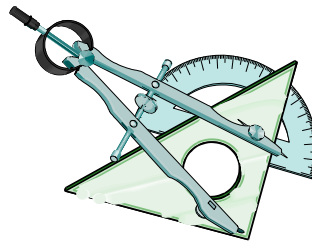


Introducing



SMARTePLANS

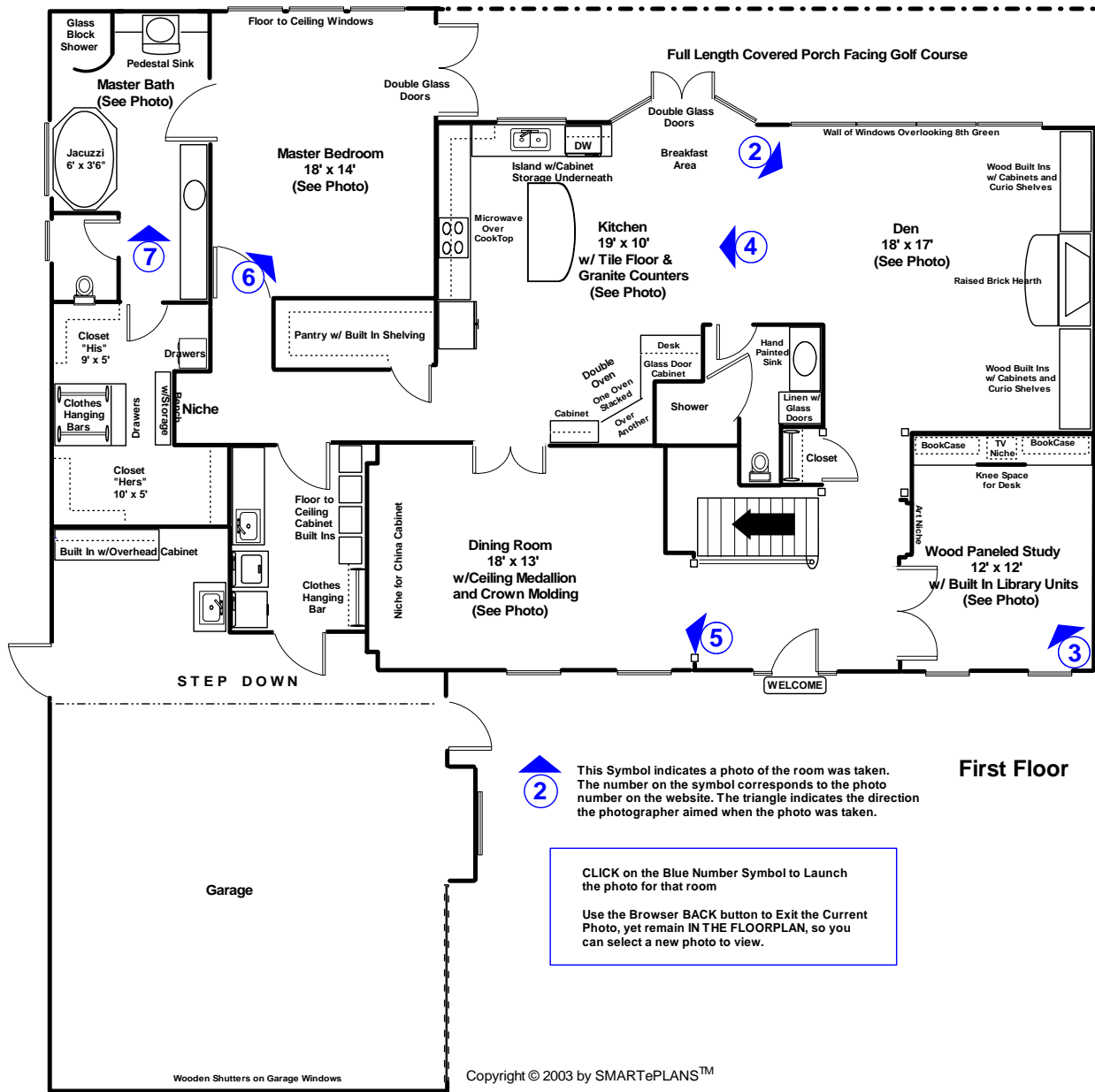
We Create Digital Floor Plans
THAT SELL HOMES FASTER!*

TOP 10 BENEFITS TO REALTORS

- ① **Uploads Directly to MLS.** The SMARTePLAN is viewable and printable on both the Agent Side and the Public Side of HAR.com
- ② **Innovate Past the Competition.** This is a new and unique concept to Houston, Step Ahead of your Competition!
- ③ **A More Complete Representation of the Listing.** Show continuous space, not photos of disjointed and separate rooms.
- ④ **Your Client's Personal Privacy is Protected.** Some people are wary about putting photos of their possessions online, this allows you to show the space, but also protect their privacy.
- ⑤ **What an Awesome Listing Tool!** When the Client makes their choice, who will they go with? The agent who offers this service? Or Not?
- ⑥ **Flexibility for Distribution & Promotion.** In addition to uploading onto MLS, this eformat can be emailed singly or in address groups, posted on a website or printed out as a flyer.
- ⑦ **Integrated with Existing Photos.** All your photo gallery photos can be embedded right into the floor plan --- click on the Living Room--- and the photo launches. This is very cool!
- ⑧ **OPTIMIZE YOUR TIME!** A SMARTePLAN lets the client "see" the property in advance. Eliminate wasted time & mileage with curious "go-sees".... Work with serious Buyers.
- ⑨ **Focus on the Space & Not the Decorating.** When they look at a SMARTePLAN, Buyer's immediately picture their own furnishings in the space, & are not distracted by decorating.
- ⑩ **GREAT for Relocations.** Provide the lone house-hunting spouse with the tool that moves the buying couple collectively towards a buying decision quickly.

What does "Faster" Mean? – To us....it means a \$600+K Bentwater Golf Course Home, expected to be on the market for two years, SOLD 113 Days after we posted a SMARTePLAN online. THAT is "FASTER"!

SEE THE DIFFERENCE A SMARTePLAN MAKES!



FEATURES OF A SMARTePLAN

- **Show What Buyers Want** - Always listed in the Top 3 of what Buyers want are: “large closets” and “lots of storage space. When is the last time you saw a closet in a virtual tour or photo gallery?”
- **The Mental Move In** - The faster a Buyer mentally “moves in”, the faster your sale. SMARTePLANS puts the focus on the space... not the existing furnishings or decorating. Buyers mentally “move in” to the space quickly... testing it out for their needs... whether its asking themselves, “Can I host a party for 100 in here?” to everyday thoughts like, “If I’m in the Den can I see the kids playing in the yard?”
- **Thoughtful Details** – This is a superior tool to show the many details that are part of a listing, and the SMARTePLAN is carefully coordinated with the Agent’s listing description. Care is taken to portray in the floor plan the “selling features” of the property.
- **Interactive Photos** – Launch the Photo Gallery photos from each room in the SMARTePLAN.