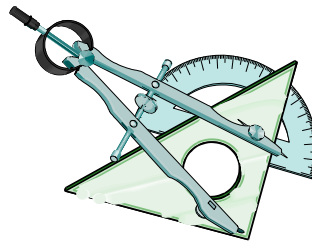


Introducing



SMARTePLANS

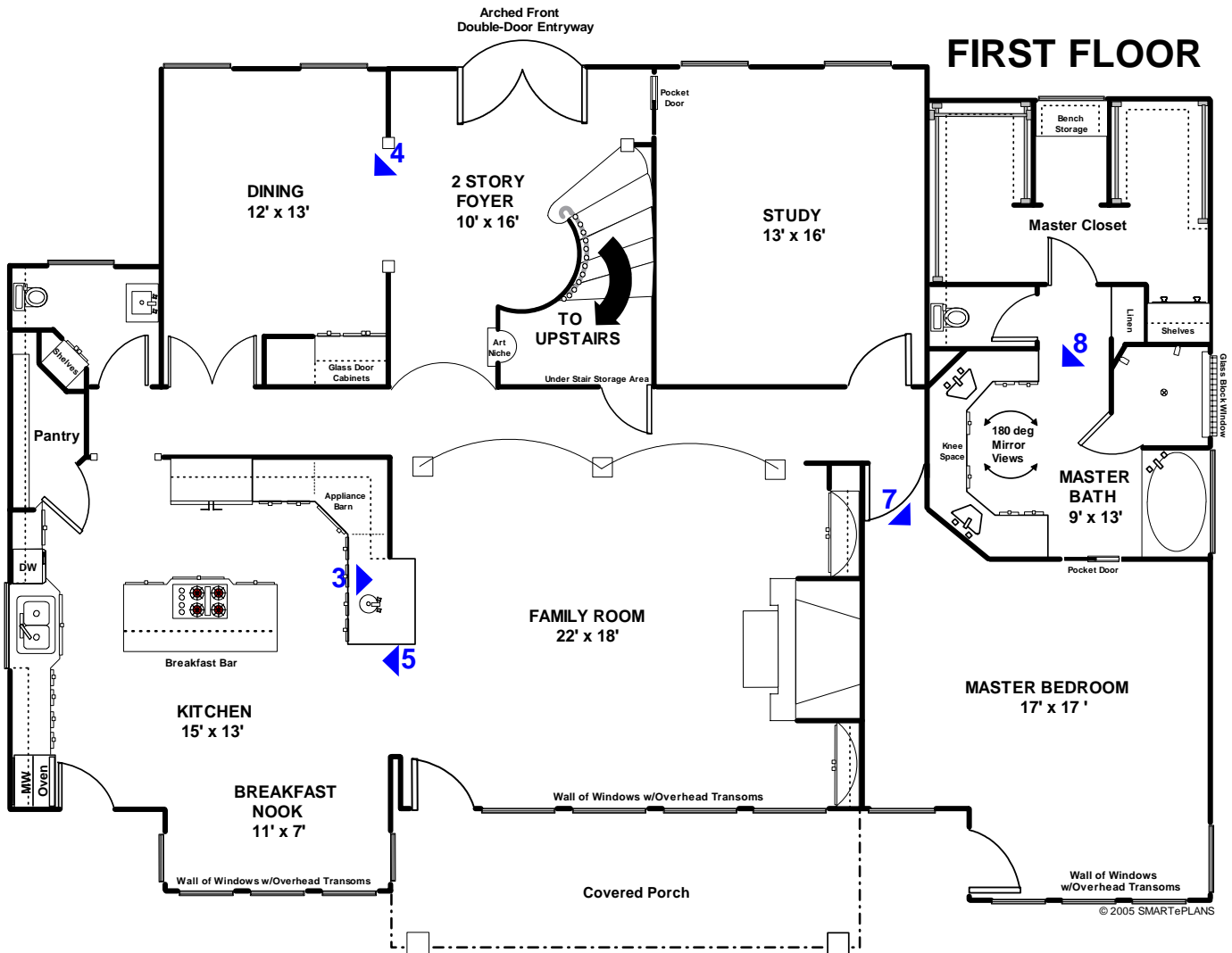
**We Create Digital Floor Plans
THAT SELL HOMES FASTER!***

TOP 10 BENEFITS TO HOMESELLERS

- ① **You Have an Advantage in the Marketplace.** SMARTePLANS are new; few Sellers will have them. Your house will STAND OUT among the 30,000+ listings.
- ② **Floor Plans Sell Homes Faster.** See Article on our website from the “Realty Times” documenting to Realtors how floor plans close deals faster.
- ③ **A More Complete Representation of the Listing.** Show continuous space, rooms in relationship to each other and traffic flows ----- not photos of disjointed and separate rooms.
- ④ **Your 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 your privacy.
- ⑤ **Provides a “Take-Away” Map.** Looking at multiple properties gets confusing. Buyers will REMEMBER your property and its features!
- 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 **Show What Buyers Want.** Buyers want to see storage space & the size of closets. How many video tours show the size of closets, and hanging bar space and built-ins?
- 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 **Pre-Qualify Buyers.** Floor plans pre-qualify buyers. If they review the floor plan in advance, and make the trip to see you .. (especially if your home is out of the way), they are pretty seriously interested.

What does “Faster” Mean? – To us....it means in 2004 our Average Days on Market was 33 Days and the Average for all of MLS was 83 days --- **that’s 40% Faster!** Our Average Sales Price was \$ 574,050.

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.

SMARTePLANS ... the ONLY Tool that

- Provides an overview; a birds-eye view
- Shows the size & details of closets & storage space
- Lays out rooms in relationship & proximity to each other
- Does not require any “prep-work” by the seller
- Shows the geographical orientation of home
- Does not jeopardize your marketing if you choose not to have photos taken
- Overcomes adverse display conditions, like rooms empty of furniture & décor