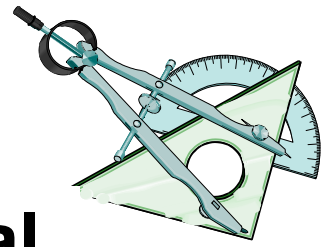


SMARTePLANS

We Create Digital Floor Plans
THAT SELL HOMES FASTER!



2004 YTD Statistics Reveal

**\$ 5.7 M in Sales
w/ Avg 33 Days on Market**

SMARTePLAN Homes Moved 40% FASTER!

SMARTePLANS, a unique, value-added eMarketing tool is proving itself in the high-end residential marketplace --- in both new construction and resale. **Homes sell faster with a SMARTePLAN.**

Yes, by faster I mean **in 2004 it was 40% faster!** The average days on market for a property with a SMARTePLAN in 2004 was 33 days vs. the MLS Average DOM of 83 days. Following are some quick statistics about SMARTePLANS's business in 2004:

- Average DOM = 33
- Avg Sales Price = \$ 574,050
- Total Sales w/SMARTePLAN = \$5,740,500

Market Areas: River Oaks, Montrose, Museum District, Rice/Med Center, West University, Southampton, Bellaire, Galleria, Memorial, Woodlands, Magnolia, Bentwater & Katy.

Visit SMARTePLANS

Click around & view the properties, bookmark the site and return often as we frequently update as new inventory comes online. Call us with questions.

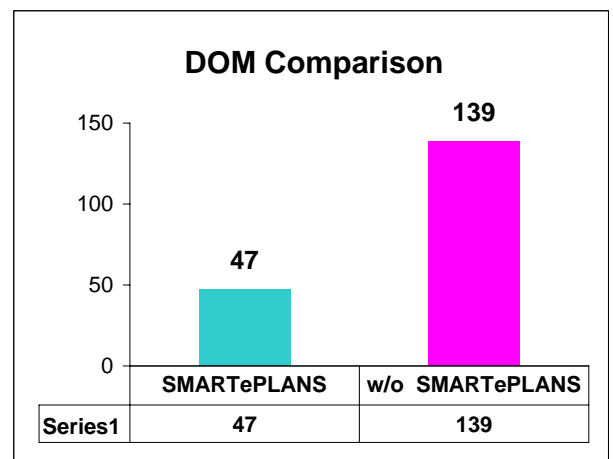
My web page, www.SMARTePLANS.com contains all the current properties in MLS that utilize SMARTePLANS.

Photos are embedded into the floor plan; a mouse-click launches the photos for viewing. Online viewing magnification enlarges the view screen up to 6400%

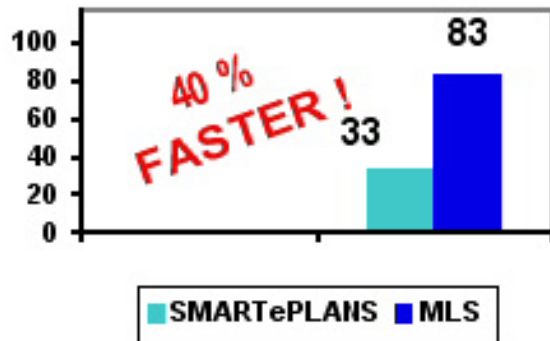
ONE REALTOR'S EXPERIENCE --- For a service business like mine, sometimes the operations variability between my Realtor clients makes it difficult to quantify data. Maybe one Realtor spends more money on marketing, or another's marketing plan may be better integrated, or perhaps they have a better network. So how do I know SMARTePLAN is making a contribution? Good Question!

In 2004 I worked with a Realtor with 20+ sales, sufficient to get statistically viable data. Some of their properties utilized SMARTePLANS as part of their overall marketing plan ... and some did not. We compared the two groups. See Graph at Right.

With all other factors being equal (i.e. marketing philosophy, location of inventory, realtor's knowledge, expertise & negotiation skills, etc.) the use of SMARTePLANS appears to have cut this Realtor's Days on Market by 34%.

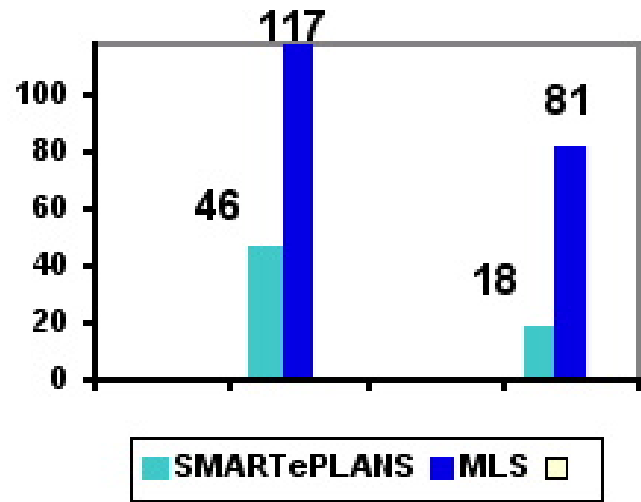


Avg DAYS ON MARKET



DOM* FOR ALL AREAS

*All data based on HAR.com closing YTD
Figures published December 2004



DETAIL COMPARISON DOM For Market Areas 16 & 17

WHAT CAN SMARTePLANS DO FOR YOU?

SMARTePLANS are not for every listing, nor every Realtor. But if you regularly market high-end residential properties ---- or want to----and need an extra "edge", you may want to consider the following:

- First things first --- get the listing! This is an AWESOME listing tool. If you are competing against several realtors, this may put you over the top as a significant, competitive advantage.
- As discussed here, it can move your inventory faster --- meaning those commission checks come sooner.
- For an internationally diverse city like Houston, a SMARTePLAN transcends language barriers. Potential Buyers can "see" the WHOLE property better than you can possibly describe it to them in their own language, in any flyer.
- PERFECT for Relocations ... it emails like a dream around town or around the world.
- Buyers, particularly the executive professionals, are becoming more familiar with eTools and expect Realtors to be conversant with eTechnology. Are you?

ADVENTURES WITH NEW CONSTRUCTION – 2004

• **Realtor # 1:** At the drywall phase, I created the SMARTePLAN w/ 48 hr turnaround. This savvy Realtor was already actively marketing the property with high quality visuals 3-4 months before construction was even scheduled to be completed. **The other Realtors??** Presumably they were waiting for construction to be finished before competing for the listing.

Which Realtor do you want to be? Which Realtor do you think that Custom Builder will choose for his next project?

• During construction they made A/C changes. One of these changes resulted in the Master Bedroom being 2 ft shorter, which altered the layout for the rest of that floor, and the floor above it. The builder's plans which the Realtor depended upon for their marketing needs were now all wrong.

I made them new plans. They got a SMART-ePLAN faster (48 hrs) and with less hassle than trying to get one updated by the builder.