

## *BUILDER'S FREQUENTLY ASKED QUESTIONS*

**1. I Have Builder's Floor Plans ... Why Would I Want Another Set Of Plans?** Are your plans successfully performing for you as marketing materials? SMARTePLANS perform in the marketplace 4 ways:

- (1) They are **MARKETING** plans, not builders plans, so they show off all the exquisite details and finishes you've put into the property. Symbols and detailed annotations show such things as the pattern of inlaid marble/hardwood floors, chair rails and wainscoting, scrolled ironwork balustrades, dropped-block coffered ceilings and much, much more.
- (2) Outside space is just as important as interior space in Houston. We show pools, loggias, colonnaded porches, summer kitchens, gardens, waterfalls, koi ponds, putting greens, extensive landscaping, and traffic flows for enjoying and entertaining in the outdoor space
- (3) SMARTePLANS have both photographs and room-by-room descriptions embedded into them that launch with a mouse click. An interested buyer can easily and seamlessly click between the floor plan, the photos and the very detailed room descriptions online 24 hrs a day/ 7 days a week.
- (4) SMARTePLANS are magnifiable online so the smallest detail can easily be seen (no squinting at scanned builder's plans) and they upload onto MLS and become a part of your MLS listing that is data-streamed to portals, aggregators and realty websites throughout the world.

**2. How Does This System Work For New Construction?** Innovative realtors have commissioned me to draw as soon as the cabinetry is in. This allows us to create a high-quality representation of the property long before it is completed ... or even ready to be photographed, and gives us several advantages:

- (1) SMARTePLANS are uploaded onto MLS and generating buyer interest 6-9 months before construction is complete, effectively pre-selling the property. More than once a house has had a scheduled closing within 2 weeks of completing construction. Get this "pre-selling" advantage working for you !
- (2) Building plans always change ... but your SMARTePLAN stays up to date. The drawing is updated as construction progresses, and when the property is ready to be photographed, the room photos are dropped in and integrated with the drawing. Unlike printed materials, we keep you up to date.

**3. How Will Software That "Arranges Furniture" In The Floor Plan Help Sell The House?** Every buyer looks for "their" house. Furniture gives scale to a room and with empty rooms, buyers have trouble conceptualizing the space. To overcome this obstacle, decorators are frequently hired to stage a room....but the decorating may not be to the buyer's needs. My online software allows a buyer to mentally move in .. with THEIR furniture drawn to scale. The faster a buyer moves in and sees your inventory as THEIR new home, the faster they move to the purchase decision. Mission accomplished ... without incurring the fees for decorating, the rental on the staging furniture, or the responsibility for security of the stager's furniture onsite.

**4. Is Your Property on Page 1 of Google?** It should be... how else will buyers find you --- particularly buyers OUTSIDE of Houston getting ready to move to Houston? They start looking online for homes/properties 3-6 months before they even contact a realtor. We index your luxury properties with Google so typical search string phrases buyers use to find homes put YOUR property on Page 1.

**5. Are You A Realtor®?** No, I am not. I work with some of the best realtors in the city. Please check my references on my website ([www.smartepplans.com](http://www.smartepplans.com) / "Realtors Who Use SMARTePLANS", and review my client list). If you have a preferred Realtor, of course I can work with them. I am a member of HAR, so I do all the uploading and linking of files onto Houston's MLS.

**6. How Much Does This Cost and How Long Does It Take?** Turn-around is 48-72 hours after measuring (depending on the size). Cost is 15 cents per square foot for the SMARTePLAN. [EXAMPLE: A 3000 sqft house is \$450.00 (3000 sqft x .15 = \$450)]. The detailed room descriptions and furniture moving software are flat fee separate charges, if you choose to add them to the basic drawing. You only pay for the pieces you want. **Historically, my fee is paid by the listing Realtor (not the builder) as the materials are generally considered a marketing expense.** Ask me about my discounts.