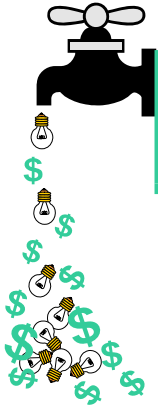


SMARTePLANS



FEATURES and BENEFITS

SMARTePLANS Are Digital Property Visualizations That Put Buyers In the Home. Listed Below Are Advantages SMARTePLANS Bring to the Table. But the Bottom Line is Innovation Moves Inventory, and Status Quo is Out-Dated and Left Behind. (i.e. "If You Always Do What You've Always Done... You'll Always Get What You've Always Got.")

STRATEGY

- **Competitive Advantage**
SMARTePLANS are a New Concept Idea --- Innovate Past Your Competition, and Seize the Competitive Advantage.
- **Superior Listing Tool** -- Sellers Want to Go with the Product That Moves Inventory Faster!
- **Expectation of Performance**
Buyers of Executive and Estate Properties are Typically Results Oriented Business Professionals That EXPECT their Realtor to be Conversant with eTools and eTechnology --- Because That's How They Run THEIR Business.
- **Prequalified Buyers** - A Listing on MLS that Includes a SMARTePLAN Provides Total & Complete Information for the Buyer to Determine Suitability of the Property. When They Contact the Realtor They're Pretty Serious About the Potential This Property Has for Them.
- **Market Differentiation** - The Realtor Who Offers SMARTePLANS is Differentiated in the Marketplace.
- **GREAT for Relocations** Provides the Lone House Hunting Spouse with a Powerful Visual Tool, Easily Transmitted, That Moves the Buyers to a Confident Buying Decision Quickly
- **Optimize Agent's Time** - The SMARTePLAN Reviewed in Advance Results in Serious Buyers Contacting the Agent and Minimizes Curious "Go-Sees".

SUPERIOR & UNIQUE VISUAL TOOL

- **THE ONLY TOOL** That Provides a Comprehensive Overview of the Property -- a **Bird's-Eye Perspective**.
- **THE ONLY TOOL** That Shows the **Size of Closets** and Storage Areas and Details Inside (ie. Size of Built-Ins, Location and Number of Hanging Bars, Shelving, etc.)
- **THE ONLY TOOL** That Shows the **Rooms in Relationship and Proximity to Each Other**.. See Traffic Flows, Cross-Ventilation, etc.
- **THE ONLY TOOL** That Allows Potential Buyers to **Arrange Furniture Inside the Floor Plan** in Order to Do "What If" Layouts and See if Their Present Furniture (Like a Piano) is Going to Fit
- **THE ONLY TOOL** That **Protects the Seller's Personal Privacy**, as Their Possessions Inside the Property Are Not Captured On Film.
- **THE ONLY TOOL** That Joins in One File the Floor Plan, the Photos and the Amenities Text ONLINE! Accessible and Magnifiable Onscreen!
- **THE ONLY TOOL** That **Focuses on the Space and Layout** and the Buyer's Potential Use of That Space --- and Not the Current Decorating Scheme.
- **THE ONLY TOOL** That **Does Not Require any "Prep Work"** by the Seller.
- **THE ONLY TOOL** to Provide a Complete and **Printed "Map" of the Property** --- to be Used as a Pre-Site Orientation and Review and Also Useful OnSite as a Guide Map With Space for Note Taking and Observations.
- **THE ONLY TOOL** That **Facilitates the "Mental Move-In"**. The Buyer is Provided Such a Complete View of the Property, They Begin to Visualize Themselves, and Families and Furnishings in this Space --- They Move In!
- **THE ONLY TOOL** That **Overcomes Adverse Display Conditions**, like Vacated Rooms that Photograph Bleak and Empty, or Poor Photographic Conditions, or Highly Individualized Decorating Schemes. SMARTePLANS Keeps the Focus on the Space and Layout and the Buyer's Potential Use of that Space and Layout.
- **THE ONLY TOOL** That Provides a Powerful Visual Image With The **Content Controlled by the Seller**. If They Do Not Choose to Have Interior Photos of the Property Embedded in the Drawing, the Online SMARTePLAN is Not Diminished in Effectiveness.

Continued

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SMARTePLANS



FEATURES and BENEFITS (Continued)

Visit www.smartepans.com for Additional Information

QUALITY

- SMARTePLANS are **Original Concept Drawings**, Which Means:
 - They Can Be Made **Interactive With Photos and Video**
 - They Have **Better Resolution and a Higher Quality** Than Scanned Drawings
 - Since They Are Originally Created, There is **No Risk of Copyright Infringement by Unauthorized Use or Copying of Builder's Plans**
- Point-to-Point Measurements are Recorded Visually in the SMARTePLAN For Rapid and Accurate Verification of Dimensions.
- Multiple Measurement Lines Can be Displayed in a Drawing to Ascertain Distances and Dimensions of Overlapping Living Spaces.

RAPID TURNAROUND

- First Draft is Returned For Proof and Review **Within 48-72 Hours Of Measurement**. (Depending upon the Size and Complexity of the Property).
- **Fast & Convenient for Sellers**. No Pre-Work or House Cleaning Needed to Get "Show Ready". SMARTePLANS Measures Around Existing Furnishings.

VERSATILE FOR MULTIPLE MARKETING USES

- PDF Files Allow **Easy Transfer and Distribution** Via eMail, and Posting On Web Pages.
- A Variety of Alternate Export Options Including TIF, GIF and JPG Give **High Compatibility and Usability with Existing Graphic Programs**.
- SMARTePLANS Can Be **Imported Easily** Into a Variety of Microsoft Programs Including Word, Excel, Access and Powerpoint.

PRINTED FORMAT

- The Print Format Version of a SMARTePLAN is Pre-Formatted to Print Out on Standard Letter Sized Paper.
- The Print Format Version Can Also Include a Detailed List of the Description of the Property and Its (Unique) Amenities.
- The Text Descriptions, in Combination with the SMARTePLAN Floor Plan Provide a Very Complete and Powerful Representation of the Entire Property.
- The Print Format Version is Accessible and Can be Printed and Downloaded from Both the Realtor Side (TEMPO) and the Public Access Side of Har.com

ELECTRONIC FORMAT

- Magnification Capabilities Allows SMARTePLAN to Capture An Astounding Level of Detail for Each Room.
- Online Magnification Allows Each Viewer to Enlarge the Screen to Suit Their Viewing Needs, and Inspect Minute Details in the Drawing.
- The Electronic Format Allows Photos and Videos Links to be Embedded Into the File
- Online Accessibility Transcends Geography. SMARTePLANS are available 24 / 7 whether the Viewer is Cross-Town or Across the World.
- SMARTePLANS Upload Directly onto the MLS Database, Making Them Accessible to Realtors and the General Public.
- The Online eFormat Delivers the Product to a Broad Base of Interested Buyers with Consistent Quality, and is Accessible 24 / 7.

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