

Frequently Asked Questions

Q: *You say the Real Estate Agent pays for this?*

A: Historically, the listing agent pays for SMARTePLANS. Why? Sellers already pay a (6%?) commission to the listing agent --for the purpose of successfully marketing the property. So the SMARTePLAN cost, which promotes the property, is considered a marketing expense. As Seller, you can pay the 6% and have these materials included, or pay the same 6% and not have these materials working for you – your call. If you've negotiated a reduced commission, understand that marketing materials are usually one of the first things Agents cut; but, if you are paying full commission, it is not unreasonable to expect a full slate of marketing services.

Q: *How much does this cost the Real Estate Agent?*

A: Pricing is per the square foot, and the materials remain active, licensed and online 24/7 for the life of the listing. Current pricing is 20 cents per sqft. For a 3000 sqft home, multiply 3000 x .20 = \$600. It's important for you to discuss and understand your Agent's marketing budget; Agents do not all spend the same on marketing, for many this is "too expensive" even for a \$1M home. Also, each basic floor plan drawing/sample you see online may also include additional options selected by the listing agent at the time of creation.

Q: *What kind of options are available for SMARTePLANS?*

A: Was a feature list (detailed room-by-room descriptions) created by SMARTePLANS and linked with the floor plan? Was the furniture-moving feature activated? Were the files indexed to Google so search string phrases about your "type" of property put your listing on Page 1? All of these and more can be added to a floor plan and expand and enhance the marketing for your property. Descriptions and samples of these can be found on my website. Your Agent will select the options according to their budget ... so discuss with them what you feel is necessary and appropriate for your property ... you both need to be on the same page... before you sign the listing agreement and set the budget.

Q: *How does it work? This drawing prints pretty small.*

A: SMARTePLANS are designed for online use. Photographs are coded into the drawing, the drawing gets linked to a very detailed room-by-room description, and the whole thing gets uploaded onto the MLS, becoming a part of the property information available to all. Now the photos are viewed in relation to the drawing – so they all make "sense" to the potential buyer, instead of a random slide-show of photos. Online, the files magnify to over 6400% so even the smallest detail and feature can be seen. Try it. Go to my web page & open a drawing. Hold down the CTRL key and roll your mouse wheel to zoom the magnification in & out. With this format, there is no such thing as "too small".

Q: *So is it on MLS or on the SMARTePLAN website?*

A: Actually it is in both places and many, many more! Houston's MLS (www.har.com) data-streams the MLS contents several times a day to other major portals & channels around the world, who then also "feed the MLS data" to still more realty sites. Some of the sites that HAR.com sends our MLS data to are: Google; Zillow.com; Chron.com (Houston Chronicle); Realtor.com; Homes.com; Cyberhomes; Trulia and the real estate franchise websites.

All "active" SMARTePLANS are also listed on www.smarteplans.com. Additionally, SMARTePLANS can also be uploaded onto specialty sites, per your listing agent's agreements...like Luxury Portfolio of Homes, or maybe a website dedicated exclusively to luxury high rise properties, or even luxury portals like Christie's Great Estates?

SMARTePLANS are easily emailed ... to your friends, family and co-workers, and can also be tweeted, Facebooked, put on LinkedIn and other social networking and property sites – which substantially expands both the depth and breadth of the marketing for your property. This greater range of exposure attracts a greater number of buyers. MORE buyer interest means reduced days on the market; more concurrent buyer interest is what drives the price above list ...and our 10 year average is 21% of SMARTePLAN properties sell at or over list.

Q: *Do I have to use a specific agent?*

A: No. I work with high end agents all over the city marketing a wide range of properties. I am not a real estate agent, nor am I affiliated to any real estate company/broker. My personal belief is that agents who have successfully listed and sold luxury residences using this technology are the ones most favorably positioned to perform optimally in the marketplace for you. However, I defer to your choice of agent.