

**DO YOU GET ALL THE
EXECUTIVE HOMES &
ESTATE LISTINGS THAT
YOU COULD?**

**HAVE YOU LOST SOME
LISTINGS TO
COMPETITORS?**



SEE BELOW !

SMARTePLANS

We Create Digital Floor Plans That Sell Homes Faster!

Maybe You Should Update Your Marketing Presentation to Include a SMARTePLAN... And Get An Edge Over Your Competition. When Multiple Agents Are Being Evaluated, What is Going to Make A Difference? What Does SMARTePLAN Bring to the Table that Appeals to the Executive Home Seller?

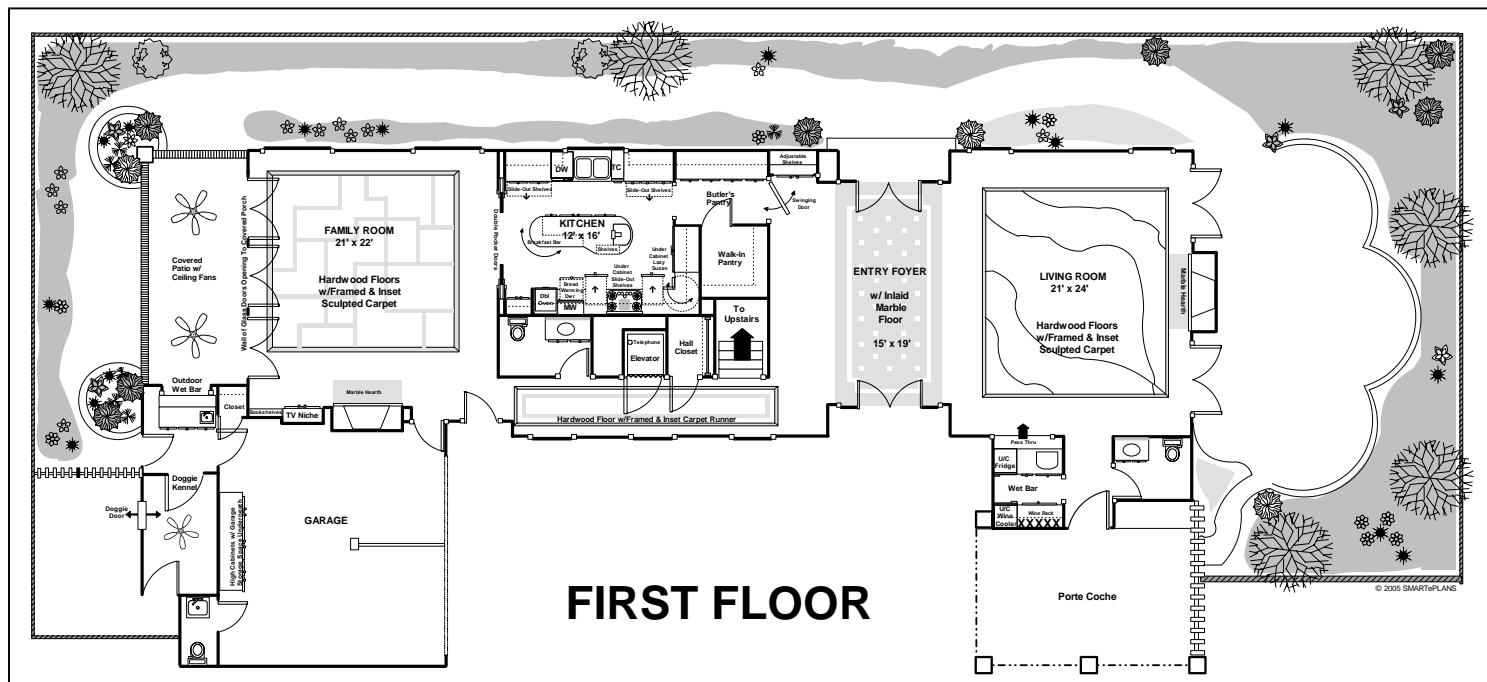
1 **DIFFERENTIATION.** Face it, If You're Going to **STAND OUT** from the Crowd, You're Going to Need Something Different than Everybody Else. SMARTePLANS is Differentiated in the Marketplace and Differentiates **YOU** from your Competition. What Makes You Stand Out Now? Why Should They Go With You?

2 **INNOVATION.** Successful Business People Understand That the Ability to Innovate Past the Status Quo **Provides a Competitive Advantage That is Key to Success in the Marketplace.** Their Home is in Competition With Every Similar Home on the Market and --- **THEY WANT TO WIN!!** So What Competitive Advantage Do You Provide Them Now? Why Should They Go With You?

3 **EXPECTATION.** The Executive Home Seller is Likely a Goal Oriented, Results Driven Business Professional Who Expects Their Realtor to Be Conversant with eTools and eTechnology, Because That's How They Run THEIR Business. Why Go With a Realtor Whose Only Idea of an eTool is Putting a Listing onto MLS? What eTools and eTechniques Are You Using Now? Why Should They Go With You?

SMARTePLANS Are Not Really Suitable for Every Listing – but We’re Finding a SMARTePLAN Can Give Agents a Distinct “Edge” in Obtaining Listings for High End Executive Homes, and Estate Homes. Below is a Partial Floor Plan for a Large Executive 3-story Home. As You Can See, the SMARTePLAN Reveals An Amazing Amount of Detail About the Features of this Property. It Magnifies online up to 6400% to Allow Viewers to Inspect the Smallest Detail.... And We Embed Photographs of Each Room Right Into the SMARTePLAN That Launch with a Mouse-click. These are NOT Fuzzy, Hard-to-Read Scans of the Builder’s Plans. These are Custom Originals Drawn to Show Off the Features of the Home and Attract Buyers!

Download (FREE) SMARTePLAN Flyers from our Web Page to Include in Your Marketing Presentations. Visit our Website, www.smarteplans.com, to see Current Samples of Online SMARTePLANS --- see the difference a floor plan makes!



WHY EXECS LIKE SMARTePLANS:

- They Are a Superior Visual Tool for a Prospective Buyer to “SEE” the Whole Property --- Whether from Houston, or Across the World.
- When an Executive Transfers to Houston, They Start Their “House Hunt” Online Long Before They Contact a Realtor. Attract Those ReLocations with Online SMARTePLANS. Step Ahead of the Competition.
- Successful Executives Are Usually NOT Ones to “Follow the Herd” ----(i.e. If You Ain’t the Lead Sled Dog --- The Scenery Never Changes.) They Like the Fact that SMARTePLANS are **NEW** and Not Everybody is Going to Have Them. They LIKE Pushing the Envelope and Listing with a Smart-Thinking, Strategizing, eEnabled Realtor Using “Every Tool-in-the-Toolbox” to Win!
- Business People Recognize the Value of Using an eTool specifically **DESIGNED** for an for an Electronic Realty Marketplace and the Effectiveness These Types of eTools Have in Combination with MLS & Realty Sites. An Average of 33 DOM for \$1/2 Million Dollar Homes in 2004 is Pretty Impressive!