



Introducing SMARTePLAN-IT

Custom Drawn-to-Scale Floor Plans That Arrange Furniture Online Inside YOUR Floor Plan

SMARTePLAN-IT

A step-out product that allows potential buyers to easily customize your property with their furniture. The faster a buyer “sees” your inventory as their new home – the faster they move to the purchase decision.

Ask Yourself: “Do I really need the expense of a decorator, home staging, and the ongoing rental on furniture that will ONLY be seen by the small percentage of people who view the property?” –OR- “Will I benefit MORE from an online tool that allows ALL BUYERS AROUND THE WORLD to do “what ifs” and arrange furniture of their choosing in every room for a one-time \$300 fee?”

WHY IS THIS MARKETING SO EFFECTIVE?

Details! Details! Details! SMARTePLANS are not scanned versions of Builder’s Plans .. they are custom created BUYER’s Plans showing all the care and craftsmanship you’ve built into this luxury home. Interior details like finishes, chair rails, inlaid marble floors, and even the customization **INSIDE** closets and cabinetry --- its all showcased on a SMARTePLAN.

Show the WHOLE PROPERTY! In Houston, outside space is just as important as indoor. Buyers see the WHOLE property including outdoor landscaping, pools, loggias, putting greens, koi ponds, summer kitchens and waterfall gardens. SMARTePLANS magnify to over 1000% so no detail is overlooked.

ONLINE 24/7 for the Life of the Listing! The SMARTePLAN has the property photos and room-by-room description embedded into it and is uploaded on MLS. This allows buyers to find your property on MLS and seamlessly click from the plans, to photos, to room descriptions and back again. The “best online brochure” you could ever have is online 24/7 – around the globe.

Datastreamed Around the World Our MLS system “gets legs”, so using digital SMARTePLANS allows literally millions of people to easily study in-depth the intricate care you’ve built into each property, and appreciate its value.

Easy to Operate Dashboard

The screenshot displays the SMARTePLAN-IT software interface. At the top left, the logo "SMARTePLAN-IT" is prominent. Below it, a "Tools" panel includes navigation arrows and zoom controls. The main area shows a detailed floor plan of a house with rooms labeled: KITCHEN (11' 9" x 10' 7"), DINING ROOM (12' 5" x 16"), Foyer (8' x 10' 1"), and LIVING ROOM (13' 5" x 17'). Other areas include a Walk-in Pantry, a Study (8' x 10' 8"), and a Living Room with Tall Windows (82") w/ Plantation Shutters. The interface also shows a "Furniture" and "Walls" selection panel on the right, with a "Category" dropdown set to "Dining Room". This panel lists several furniture options with their dimensions:

- Table = 72" x 48"
•Table & Chrs = 96" x 72"
- Table = 90" x 51"
•Table & Chrs = 108" x 72"
- Table = 48" x 48"
•Table & Chrs = 72" x 72"
- Rnd 1/2 Chr
24" x 12"
- Wood 1/2 Chr
24" x 12"
- Table = 60" x 60"
•Table & Chrs = 77" x 77"

START MARKETING at DRYWALL! High-quality SMARTePLANS can be loaded onto MLS and attracting Buyers as early as drywall --- long before it is finished or even ready for photography. "Changes" that (always) occur during construction are updated in the online SMARTePLANS; your plans, and your marketing are never out of date



RESULTS ???! More than once the home was scheduled for closing within 2 weeks of being finished. NICE!

Play with the online version at www.smartepans.com . Select "Arrange Furniture and Move Walls" from the navigation buttons down the left side. Give it a test drive!