

# SMARTePLANS

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www.smartepans.com

*Our Pictorial Marketing System Consistently Outperforms the Market*

## FIVE YEAR SNAPSHOT – SMARTePLANS

We just finished our 14<sup>th</sup> year and with the flooding of Hurricane Harvey, it hit our markets hard. A house in the exclusive River Oaks neighborhood was measured on Wednesday and by Friday (2 days later), major portions of it were underwater. In that particular case, the SMARTePLAN floor plan and very detailed amenities text description was a boon to the seller --- who was able to use them to document their losses for their insurance company. A professionally created and detailed property description, inventory of features and floor plan with high quality photos created by an independent third party (me!) helps tremendously when filing insurance for a high value flooded residence.

In fact that was one area where I was able to be helpful to quite a few home owners. By making the SMARTePLAN materials available to agents who had last sold the home (in some cases some 3-5 years previous) they were able to knock on the door and tell the beleaguered owner ... I have some paperwork here that may help you file your claim. You think that agent became their friend for life? You think?

It was, however, the highest grossing year ever. SMARTePLANS sold \$63.8 million dollars worth of property in 7.5 months last year – beating the previous record year by over \$ 18 million dollars. We had 14 sales in excess of \$2 million dollars with an \$8 million dollar property sale being the high point.

### Here’s a Snapshot of Data From the Most Recent 5 Years....

	MLS Avg Days on Mkt	5 YEAR AVERAGE						
		Avg DOM	Total Sales	Avg Sale	% SOLD < 45 Days	% SOLD < 90 Days	% SOLD < 180 Days	% SOLD At or Over List Price
2013	61	41	39,753,335	1,204,647	64.5	90.3	100.0	24.2
2014	53	47	15,040,918	1,367,356	54.5	63.6	72.7	54.5
2015	51	48	45,894,664	1,434,208	63.3	80.0	100.0	15.6
2016	56	49	32,555,506	1,356,479	50.0	81.8	100.0	31.8
2017	56	98	63,805,202	1,999,913	40.0	20.0	26.7	16.7
<b>SMARTePLAN's 5 Yr Avg</b>	55.4	57	39,409,925	1,472,521	54	67	80	29

The three big take-aways here are....

1. Our days-on-market last year nearly doubled due to Hurricane Harvey.. but our 5 year average is still in line with MLS
2. Even though our Average Sales Price of \$1.4M is over 5 TIMES the MLS average sales price (\$ 291,340) and in the process....
3. An average 29% of those \$1.4M+ properties we marketed ---- **sold over list price!**

Now keep in mind that the higher the sales price ... and our average property sales price last year was close to \$2 million dollars .... the smaller the pool of interested and qualified buyers ...so SMARTePLANS has to consistently capture buyers from a **much smaller pool of available buyers in less time than is “normal”** -- - and we did, to the tune of over \$63 million dollars of sales for the year.

SMARTePLANS days-on-market statistics really took a hit because all transactions pretty much stopped in August for many of the high value neighborhoods I work in ... giving me a “reporting season” of only 7.5 months instead of 12 months. If individual properties escaped flooding .... the neighborhoods probably didn't, resulting in 12' tall piles of flood debris, soaked sheetrock and ripped-out carpeting lining the streets at curbside on many of the streets leading to and from any property still on the market. It was horrible .. a great many families were in distress.

Stepping back and taking a longer view, you can see that the statistics over the full fourteen years show the reliability and robustness of SMARTePLANS:

**\$472 Million Dollars of Property Sold 15% Faster  
Than the MLS Average --- with 24% Selling Over List Price**

Imagine ... the AVERAGE .....over a period of fourteen years has nearly a quarter of the sales selling **at or over list price**.

Do nearly 25% of your \$ 1M+ properties sell over list price now?

That is a remarkable market performance statistic!

### **How Do we Do It? What Are We Doing That's Different?**

So how do we do it? What factors can lead to a property selling rapidly or even above list price? Certainly the pricing itself, but SMARTePLANS has nothing to do with that --- setting the list price is the sole domain of the listing agent. But if that's all there was to it --- ALL properties would be flying off the market and selling above list price --- and that is indeed the exception and NOT the rule.

**CONCURRENT BUYER interest in the same property at the same time is the major factor that causes a property to sell at list price or above.**

Low inventory levels often create market conditions that generate multiple offers. **BUT, SMARTePLANS has been doing this consistently over 14 years with variable inventory levels. In order to do that --- you have to have effective marketing to attract and engage CONCURRENT buyer interest.... And SMARTePLANS knows how to do that.**

**Simply stated ....  
We have MORE Tools and  
BETTER Tools than Most**

A quick peek at the drop-down TOOLS menu on our website shows we have a whole slate of patented products that others simply do not have.

If the major “marketing effort” for your property is **to just put the listing on MLS** – the property will be receiving substandard marketing.

## “Putting the listing on MLS” does not count as “MARKETING”

Our patented interactive floor plan pictorials are uploaded onto MLS and data-streamed around the world to Google, Zillow, Realtor.com and any number of portals and aggregators.

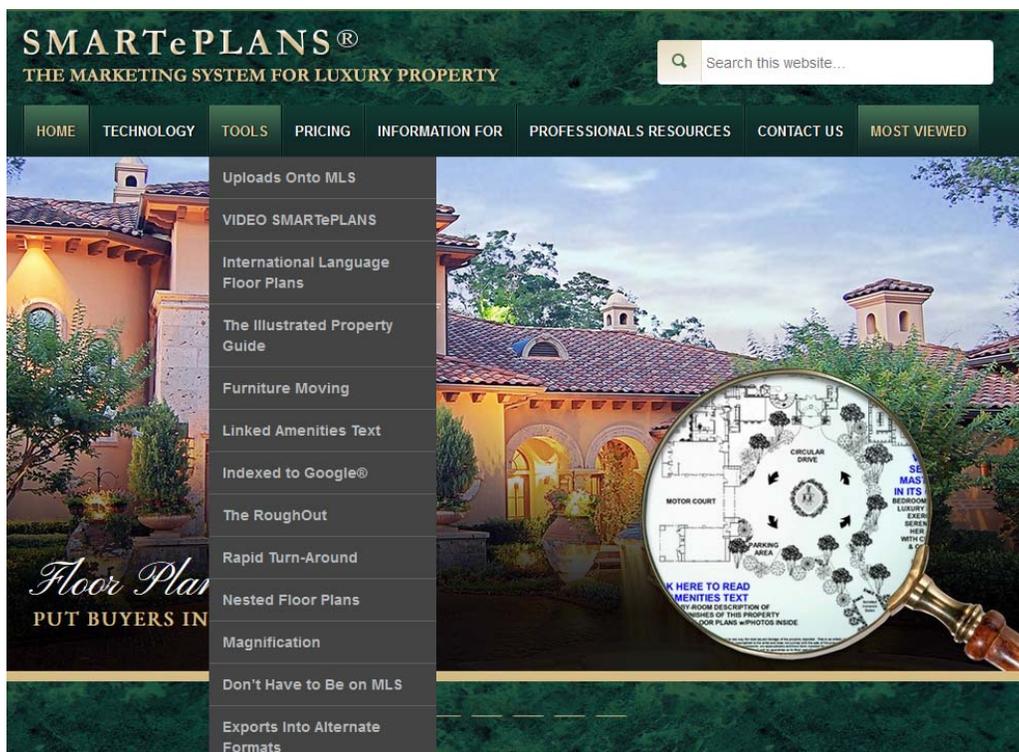
SMARTePLANS are

- (1) easily accessible,
- (2) easily understood,
- (3) easy to navigate,
- (4) show the ENTIRE property --- outdoor space as well as indoor,
- (5) show amazing detail of the features, finishes and craftsmanship of each property
- (6) allow potential buyers to select furniture off a menu, size it to fit their needs and slide it around the floor plan arranging furniture and doing “what ifs” ... and those are just a few examples... we have so much more!

In an intercontinental city like Houston, international investors and foreign professionals transferring into the city can easily find SMARTePLANS online, and *the easy-to-understand pictorials transcend any language barrier.*

Yet ... we also have created foreign-language versions of the floor plan and descriptive Amenities Text in both Farsi and Chinese. You can see samples on our webpage!

Corporate executives who know they are being transferred to Houston are searching our MLS months before they move --- looking at neighborhoods, looking at pricing --- and they find and scrutinize homes with SMARTePLANS right off our MLS.



The properties with SMARTePLANS always make their “short list”; and some have confidently purchased homes without ever seeing them in person first! All of these are "real" instances where a SMARTePLAN helped sell a high end luxury property a lot faster than expected ... and often for much more than the list price.

Whether you are a home owner thinking about putting your own high end luxury home onto the market, or an agent who lists high end properties, take the time to investigate this powerful marketing tool.

## Online Information of Tips, Tools & Techniques

**For Home Sellers**

**For Real Estate Agents**

**Compare SMARTePLANS --- You'll Be Glad You Did**

*With Interactive Arrows OF INDOOR AND OUTDOOR VIEWS*

Our website ([www.smarteplans.com](http://www.smarteplans.com)) has information for both consumers and real estate professionals in an easy-to-navigate format, with samples and FAQ's. Go visit and click around ... email me with questions.

SMARTePLAN is not “just” a floor plan company, we have a whole portfolio of integrated marketing products that work hard for you and produce results ...and we look forward to working for you THIS year.

*Judith Sinnard*

Judith Sinnard  
SMARTePLANS Inventor & Owner

United States Patents: US 7,733,351 B1 and US 8,010,906 B