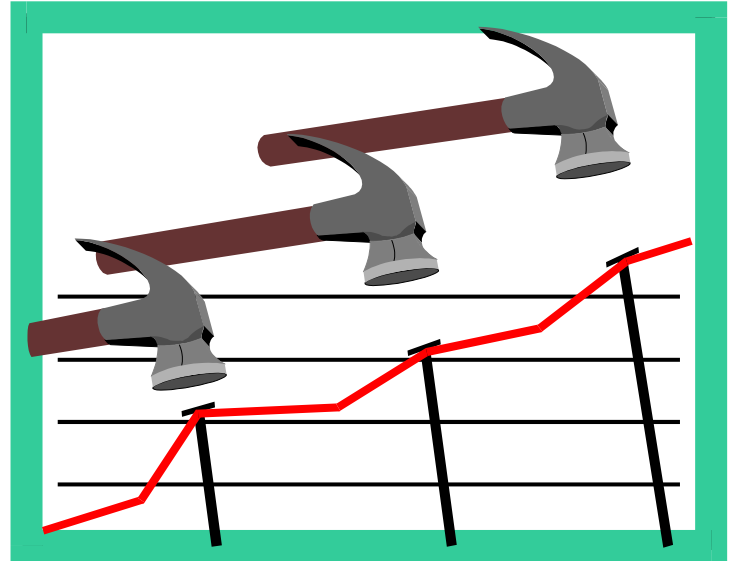


THE RESALE MARKET IS COOLING OFF & YOU'RE COMPETING FOR HOME BUYERS AGAINST NEW CONSTRUCTION.

DO YOU HAVE THE RIGHT MARKETING TOOLS TO WIN?



SEE BELOW !

If New Construction is Capturing Your Buyers, Let's Take a Look At The Marketing Tools They Are Using.

New Construction – Marketing Tools

- Builder Television Commercials
- Builder Newspaper Ads
- Model Home Tours
- Signposts to New Home Communities
- Builder Web Pages with Floor Plans

Let's Compare the Above to Marketing Tools You Might Be Using

- Realty Firm Television Commercials
- Realty Firm Newspaper Ads
- Open House(s)
- Yard Signs & Brochure Boxes
- MLS Database & Agent Web Pages

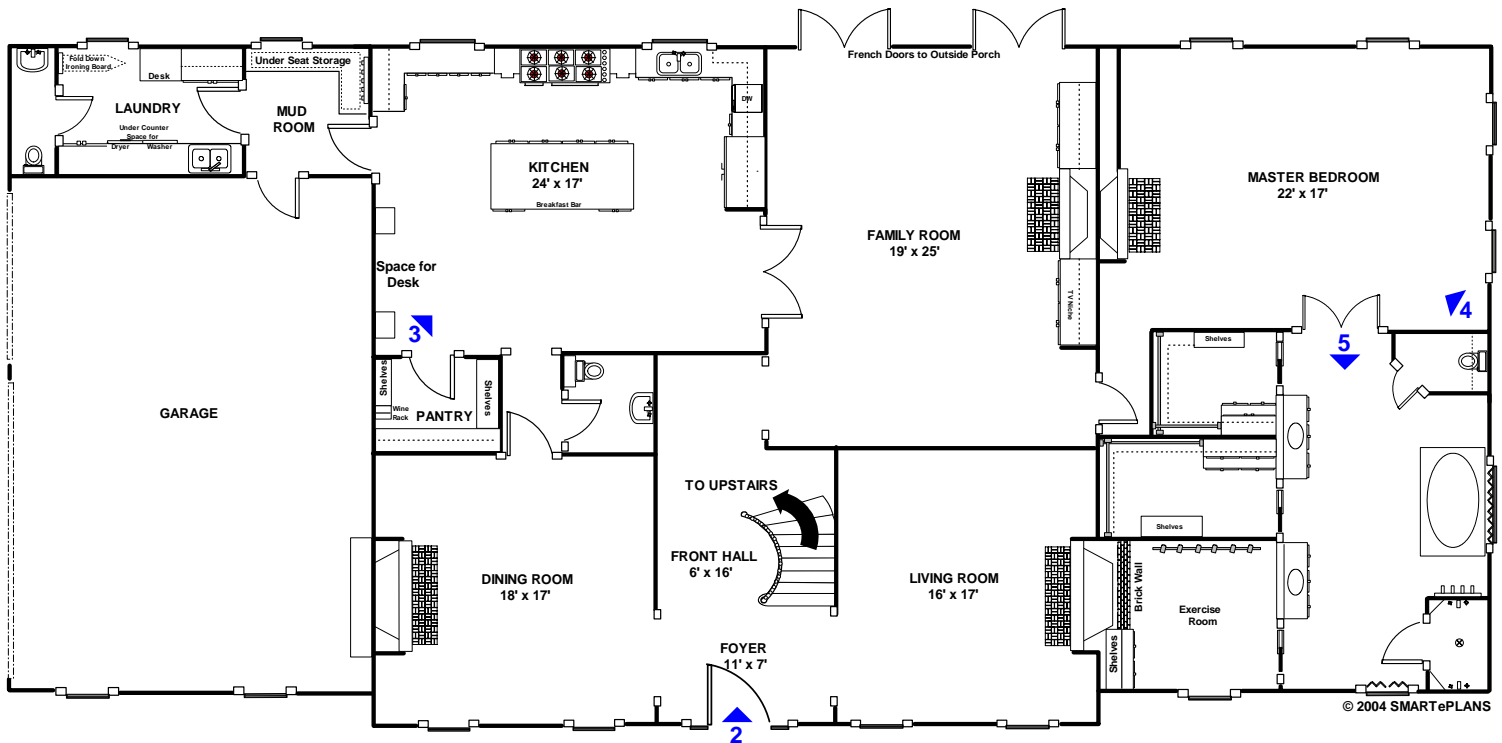
What Are The Builder's Marketing Strategy Strengths?

1 STRONG VISUALS 2 EASY ACCESS 3 INTEGRATED MARKETING

New Construction Marketing Uses Strong Visual Images to Market Their Homes. Floor Plans Are Used Extensively in Their Printed Brochures, and Are Made Easily Accessible 24/7 via the Internet. Another Strategy New Construction Uses Effectively is They Integrate Their Marketing Materials ... by Using “eTools”Like a SMARTePLAN.... You Could, Too.

Realtors Have Advantages that Should Not Be Overlooked ... Resale Homes are “Move In” Instead of Waiting for Construction, Are Often in Desirable Neighborhoods, Have Landscaping and Other Amenities and Are Often Closer to Work, Reducing Commuting Time.

UTILIZE THE STRENGTHS YOU HAVE, AND EMULATE THE STRATEGIES BUILDERS USE FOR SUCCESS ---- AND YOU CAN WIN !



STRONG VISUALS

- Consider Adding a SMARTe PLAN to Your Listing. If Photographs “Sell” As Well As a Floor Plan --- Why Don’t Builder’s Just Photograph the Model Home?
- SMARTePLANS are PDF Files, With Magnification Features That Enlarge the View Screen to Show Amazing Details
- Photos are Embedded Into the File & Launched with a Mouse Click, Providing an Interactive, High-Quality Visual Even Builders Don’t Have.

EASE OF ACCESS

- HAR.com Averages 32 Million Page Views Per Month from CONSUMERS. Builders Market to Consumers. Are Your Marketing Materials Accessible by the Public, Or Only by Realtors? SMARTePLANS Upload to MLS, and Are Easily Accessible to Both Realtors and Consumers.
- With Your SMARTePLAN You Get Printed Materials, Too. The Floor Plan Prints on One Side and the Amenities Description For Each Room on the Other, and Fits Neatly Into Your Yard Sign Brochure Box.

INTEGRATED MARKETING

- The Floor Plan Embeds Your Photo Gallery Photos In It For An Interactive Mouse-Click Display, on MLS and on Your Web Page.
- Print Formats w/Floor Plan \$ Amenities Description of Each Room Are Uploaded to MLS, Put on Your Web Page, Placed in Your Yard Sign Box, and Left in the Home as a Printed Tour Map for Note Taking.
- SMARTePLANS, with the Photos Embedded are eMailable and Rapidly Circulate Among Family, Friends & Co-Workers Creating Future Referrals.