

INTRODUCTION

SMARTePLANS® is a marketing system for high value properties that begins with a custom created floor plan. We have independently operated successfully in the Houston Luxury Market for 10 years and have obtained 2 patents on our technology (with a third one pending).

Having tracked the MLS data for our SMARTePLANS® over those 10 years we have both anecdotal and analytical insight into why they have proven so astoundingly effective for our individual real estate agent clients, despite some exceedingly rough years in the real estate industry.

We would like to share this knowledge with you in our proposal to apply the SMARTePLAN® Marketing System on a Broker level .. and discuss with you here both benefits and costs to implement such a program .. which has a lot to do with reducing associated costs to your agents, increasing market share, adding new revenue streams and reinforcing brand loyalty.

***SMARTePLAN's®
interactive file
engages buyers and
shows them a level of
meaningful detail
about the property's
features and finishes
that up to now has
never been available
to prospective buyers
online.***

Consider that the majority of current online real estate marketing techniques are passive and static. For too many agents, the sum total of marketing a property consists of uploading photographs onto the MLS; some may actually caption the photos, or write bullet-points of the property's "Features"; a few are using floor plans.

This may be adequate for a production home, but why on earth would anyone market a multi-million dollar custom home in the same manner as marketing a \$120,000 tract home in Texas? Or, rephrasing why would they take a multi-million dollar custom home and through their marketing reduce it to a \$120,000 tract home? Is this

The Broker Centric Business Model

For Discriminating Brokers

really the best they can do for their luxury clients? ---- “standard” marketing that pretty much consists of putting it on MLS and hoping someone bumps into it online? I believe we can do better.

The SMARTePLAN® Marketing System addresses two current deficiencies: (1) Buyers HUNGER for information to help them move confidently to the purchase decision quickly, and quite frankly -- they are STARVING. No other product delivers meaningful information in an accessible and engaging online format like we do; and (2) this unique product has powerful DISTRIBUTION capabilities across networks and media portals that are unparalleled in the real estate industry.

*The comprehensive and engaging marketing techniques of SMARTePLANS® **BEGIN** with an easy-to-access, intuitive and engaging online experience that combines three elements ... professional photography + custom created floor plan + detailed text descriptions compiled together and sent across multiple electronic distribution channels, sites and social networks.*

In addition to being uploaded onto MLS, this single seamless portable file can be posted on multiple websites, emailed, uploaded to social media distribution channels and indexed to search engines like Google ... thereby attracting the attention of a larger amount of buyers and generating CONCURRENT buyer interest in the property.

Marketing that satisfies a buyer's initial interest sells a property; marketing that attracts CONCURRENT buyer interest sells a property over list price.

*SMARTePLANS® are designed to attract and engage **CONCURRENT BUYER INTEREST** in a property by effectively visually showcasing all the unique features and finishes of the property to sell it faster ... and for a better price.*

In 2012..... 33% of SMARTePLANS® sold at or over list price.

I'd like to show you how this can work for you.

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SUMMARY

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A LITTLE BACKGROUND

When I first came up with the idea for SMARTePLANS® (incidentally, there's a good story there); I did not conceptualize it as a product sold individually to agents. I conceived of it as a branded product to be deployed by the Broker and cascaded to their agents, in order to gain a competitive advantage and increase market share.

Unfortunately, this product nobody ever heard of, or used before, did not have the necessary track record or time-in-the-market required to prove out the concept --- so I was unable to make a cogent presentation to Brokers, despite my enthusiasm.

Undeterred, I began building the business one client at a time, by word-of-mouth referrals. Along the way I trademarked my company name, added new technology, expanded and enhanced my value-added services, was awarded two patents and successfully operated this business through inarguably the worst business climate the real estate industry has ever seen in their entire history ... a climate that drove many long term agents and brokers out of the business.

So historically, SMARTePLANS® has been operating on a very different business model than originally conceived. Each floor plan was initiated at the request of an individual agent (from many different brokerages) and licensed to them with a right-to-use for the life of the property's listing on MLS. Costing on a per job basis climbed steadily and is currently billed at fifteen cents per sq ft, with hourly rates assessed for expanses of space, unique features, and Amenities Text. Payment was due when the drawing was completed and ready to upload, and was not dependent on whether the property sold or not.

The properties DID sell, though, and they sold more rapidly and for better pricing than anyone ever expected and now we have a track record we can share with you.

SMARTePLANS® has been operating in Houston for ten years. Each SMARTePLAN® is tracked through its lifecycle, and we presently have ten years of performance data taken directly from MLS (Har.com) and verifiable within that system.

The ten year **AVERAGE** stats with over \$314 million dollars of property sold, and an average sales price of \$ 969,644 posts formidable performance data consistently over a 10 year period:

52.0% sold in less than 45 Days

74.3% sold in less than 90 Days

89.6% solid in less than 180 Days

-AND-

21.1% SOLD AT OR OVER LIST PRICE

And, as I noted earlier, **in our top year – 33% SOLD AT OR OVER LIST PRICE**

MOVING FORWARD

The Broker Centric Model

Since we now have the track record and time-in-the-market we previously lacked, I would like to return to the original business model concept for SMARTePLANS® and make that “Broker” presentation. I am proposing training personnel expressly for you and creating your own branded floor plan product.

This Broker-Centric model builds upon the success of SMARTePLANS® to date, and offers the Broker many attractive features that include individualized branding, increasing market share, new revenue streams and reduced production costs. Also new in this model ... SMARTePLANS® does not get paid until the property sells.

Intrigued?

So let's begin we'll walk through these pages together, exploring the possibilities and potential for both of us.

WHAT MAKES A SMARTEPLAN® DIFFERENT?

Let's begin with a brief synopsis of the core product.

SMARTePLANS® is a unique, patented marketing system that visually showcases real estate properties online. Unlike other methods, it begins with a custom created floor plan + embedded photography + detailed room descriptions combined into a single, seamless, interactive file that can be uploaded, emailed, or distributed across the internet --- making it very easy for viewers to access and explore properties online. We provide unique and innovative custom visualizations of the property that up to now have never been available to prospective buyers online.

THE PATENTED FLOOR PLANS = MARKET DIFFERENTIATOR

Each SMARTePLAN® floor plan is custom created. We visit the property and take measurements, carefully noting the features and finishes of each room, as well as the exterior landscaping. This attention to detail and level of customization generates multiple benefits and market advantages....

- The plans are original, we do not copy or alter existing drawings or blueprints. (Existing floor plans belong to the builder, developer or architect and using one may create copyright infringement liabilities and penalties for both the agent and broker, and quite possibly the home seller as well).
- The originally created format provides higher resolution and better quality than someone who scanned a pre-existing drawing. It also allows us to export the drawing in other to-scale formats to contractors, decorators and landscapers who may also need to do work on the property.
- The plans are current and correct. Even if proper permission is obtained to use someone else's pre-existing floor plan, it is outdated; it was only correct (maybe) at the close of construction and is definitely outdated now.
- Once created, we also have the ability to turn a basic floor plan into **a furniture-moving floor plan** that is currently accessed directly from the MLS.
 - Viewers can select a furniture symbol from the menu, size it to fit their needs, and then slide it around inside the property's custom floor plan .. arranging

- furniture and doing “what ifs” in a true-to-scale environment. Sofas, chairs, dining tables, exercise equipment, pianos and pool tables are all there --- ready for the viewer to check the “fit”.
- Viewers also have the option of combining size-on-demand basic geometric shapes to create their own furniture symbols for a customized application.
- SMARTePLAN® drawings intentionally and thoughtfully depict detailed property features and finishes that were previously never included into a single floor plan (and doing so is now patented by SMARTePLANS®).
 - Decorative features like chandeliers, wainscoting, ornamental crown molding, scrolled ironwork balustrades and the pattern of inlaid floors
 - Structural embellishments like columns, archways, dropped-block box-beamed ceilings, vaulted and coffered ceiling, barrel vaults, groin vaults and the heights of ceilings
 - The dimensions of closets --- and we show you the INSIDE of closets with built-in chests of drawers; we tell you the number of drawers, double and single hanging bars, shelf towers and ceiling level pull-down bars
 - INSIDE Kitchen cabinetry showing under-counter pull-out shelves, pull-out trash slides, pull-out spice trolleys, under-counter lazy susans, custom-configured pantries, glass-faced cabinets, compartmented drawers and cabinets and drawers with self-closing mechanisms
 - Window heights and widths; fixed or operable windows (divided light, sash, sliding or casement); arched, cased or accented with fanlight transoms
- The detailed Amenities Text is a textual descriptive catalog of the property’s features and finishes in a room-by-room format that is linked to the floor plan drawing (and patented).
 - The average Amenities Text for a 3000 sq ft residence is about 5-6 pages of detailed text descriptions for the whole property.
 - Over 90% of the property features contained in the Amenities Text are also visually depicted in the drawing, either via specialized and patented pictographs, or captioning, or both.

- Some buyers are “picture people” and some buyers are “text people” (and coincidentally it is not uncommon for them to be married to each other). The patented interlinked SMARTePLAN® with its visually descriptive drawing linked to the written text description provides meaningful information to each person in their own respective and preferred format.
- We produce a visual record of our measurements in feet and inches. We depict the point-to-point location of our laser “shoots” in each room documenting “how” we measured that room and this is saved as a permanent record for that property.
 - As soon as they walk out of a room, most agents cannot tell you with any degree of certainty “how” they measured that room. We can ... in case anyone asks next week ... or five years from now when the property comes back onto the market ... with our patented product, we know and we can tell you.
- With “open floor plan layouts” it’s often difficult to “see” where one room ends and another begins. We can visually present to the agent different scenarios from a to-scale bird’s-eye perspective, and the agent chooses what goes in the drawing, and on MLS ... (ie if you split the Breakfast Room from the Kitchen on this counter ... each room will be X; if you split it on the island, each room will be Y)
- SMARTePLANS® show the WHOLE PROPERTY ... not just the residence. We show porches, lanais, loggias, summer kitchens, pools & spas, etc. --- after all, the buyer is BUYING the whole property, so we SHOW THE WHOLE PROPERTY! Porches are drawn in, walkways are carefully bricked and representative landscaping is placed to match the photos.

THE EMBEDDED PHOTOGRAPHY = MARKET DIFFERENTIATOR

Many agents market their listings by attaching or uploading a series of photographs to the MLS property listing. When you view their listing photographs, there is frequently no way to tell

1. Which room is which? Is that the Living Room – or the Family Room – or the Study?
2. Where is that room on the property?
3. The proximity and relationship of rooms ... which rooms are next to each other?

4. What is contained in the portion of the room that isn't shown in the photograph?
5. Is there storage space in that room? What type? How Much?

Only SMARTePLANS® provides a bird's-eye perspective of the whole property that intrinsically answers all five of those questions.

- Arrowheads are placed inside the drawing indicating precisely where the photographer was standing and the angle of the shot when he snapped the photo of that space.
- Clicking any arrowhead launches that high definition photo right out of the drawing.
- Beneath each photo is a very detailed description of the features and finishes of that room... even the things that you cannot "see" in the photo --- but are very much part of that space.
- NOW all the photos "make sense" as they are viewed in proper relationship and perspective of the drawing.

And on top of all that ... just what the heck are you going to do when your Seller does not want any photographs taken? You're stuck; but not if you have a SMARTePLAN®. While SMARTePLANS® are enhanced by embedded photography, they are not dependent upon it.

Reference: SEE ON WEBSITE – Information for Real Estate Agents to Review:

Why SMARTePLANS is Superior to Other Floor Plans,

Why SMARTePLANS Is Superior to Virtual Tours / Video

And

Why SMARTePLANS May Be Better Than an Onsite Visit / Open House

END OF PART I - PREVIEW

Thank you for reviewing Part I of The Broker Centric Business Model.

The essence of the model is paying SMARTePLANS a technology fee for the rights to utilize our technology, have your own personnel trained to deploy the technology in your market space, and produce the SMARTePLAN products under your own brand / logo/ identity.

In assessing the real estate landscape, the Broker with the most market share has the most at risk if this technology is successfully deployed by another broker in their area. So while it is important to ask “What can this technology do for me?” it is also important to ask “What will this technology mean to me if my competitor implements it first in my premium territories?” The Broker-Centric model theoretically has the potential to provide a disruptive market advantage ...particularly if implemented with branding or co-branding.

Conversely, the Broker who first deploys this technology also has the most market share to gain, which is not only a factor of size --- multiple agents --- but also culture. Success will be earned if this technology is consistent with the Broker’s own existing culture of excellence and innovation consistently nurtured within the Broker’s own Real Estate company --- which is prudent, necessary and instrumental for a rapid and successful implementation.

QUESTIONS TO ASK YOURSELF

- Do I have the necessary volume of top producing agents in high value areas sufficient to keep my technicians busy producing my own branded SMARTePLANS?
- What is my yearly revenue now .. and what increase do I perceive using this method?
- Do I have targeted neighborhoods where this tool will help me prevail over my competition?
- Will my company culture accept, adapt and thrive utilizing this tool?
- HOW will I use this ... on MLS (does your MLS upload PDF files)? On private web-sites? Via Social Media? – Where do I see the most gains?
- Am I interested enough to sit down and run some numbers?

If you find the answers to these questions is favorable, please contact me to receive Part II.

Thank you for your interest in SMARTePLANS, I look forward to speaking with you soon.

Judith Sinnard