

**AS THE MARKET  
TIGHTENS UP, HOW WILL  
REALTORS CONTINUE TO  
BOOST BOTH THEIR  
PROFITABILITY AND  
PRODUCTIVITY?**

**THE SMART ONES WILL.....**



## **INNOVATE PAST THE COMPETITION**

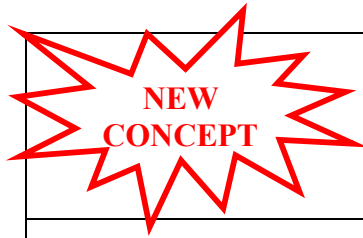
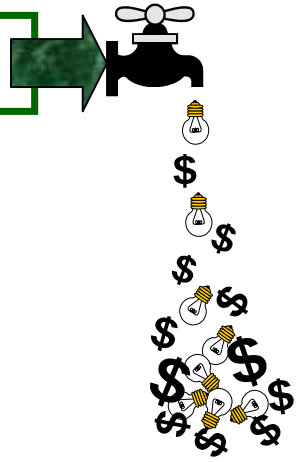
In a highly competitive market, one of the most reliable ways to continually increase profitability is to **innovate past the current standard, thereby giving you a competitive advantage over the rest of the field**

### **SMARTePLANS**

**You Can't Sell It If You Don't Get The Listing!  
We Are An AWESOME Listing Tool!**

- 1** We measure the home and create a digital floor plan. This is a unique concept in Houston. The Realtor who can offer this service will blow by the competition.  
**What an awesome listing tool!**
- 2** SMARTePLANS provides a more complete representation of the listing. These are ORIGINAL drawings, these are NOT scanned copies. **SMARTePLANS allow the viewer to enlarge the view screen, for close inspection of minute details in each room.**
- 3** SMARTePLANS reduces the amount of hand-holding+required (i.e. driving around, mileage/gas, time-spent-In-the-car, etc.) for a client to SEE+the property.  
**Eliminate the curious "go sees" and optimize your time!**
- 4** Photos of each room can be embedded right into the SMARTePLAN. Clicking on the Photo Symbol launches the photo of each room. **If your client is uncomfortable about posting photos of their home, a SMARTePLAN (without photos) is a GREAT tool!**

# WINNING FEATURES OF A SMARTePLAN



The Realtor Who Can Offer Floor Plans Is Differentiated In the Market Place, and Has A Competitive Advantage.

Photo Gallery   Video Tour   SMART ePLANS

	Photo Gallery	Video Tour	SMART ePLANS
The Realtor Who Can Offer Floor Plans Is Differentiated In the Market Place, and Has A Competitive Advantage.			✓
Fast & Convenient for Your Sellers. No Pre-Work or House Cleaning Required in order to Get "Show-Ready"			✓
Provides "Birds-Eye" View of the Whole Home .Shows Rooms in Relationship and Proximity to Each Other			✓
Reveals No Personal Information (Possessions, Family Photos, Furnishings, etc.) Your Client's Personal Privacy is Protected			✓
Can be eMailed to Buyers	✓		✓
Can be Posted on a Website & Social Media	✓	✓	✓
Provides a Printed "Map" of the Home, a Hand-out --- Allowing Buyers to Make Notes as they Tour			✓
Shows Positions of Doorways, Windows, and Traffic Flow, as well as Room Dimensions.			✓
Makes the Most Efficient Use of Realtor's Time to Show Listings; Buyers can Study Floor Plans in Advance.			✓

## • Show The Full Listing

No other tool shows the full listing like a SMARTePLAN does. You can see the whole house traffic flows, closet sizes, storage areas, cross-ventilation, etc.

## • Connect Photos to the Floor Plan

If the Client chooses to use room photos, they are easily integrated into the SMARTePLAN. Clicking on the photo symbol, will launch the photo for that room. The Photo Symbol in the Floor Plan shows where the photographer was standing, and what direction he was facing when the photo was snapped.

- **Protect Client's Privacy** – For those uncomfortable putting photos of their home on the Internet, a SMARTePLAN is the **ONLY** tool to show the complete listing in detail, while protecting the client's privacy. (i.e. no possessions are shown --- no wide screen TV, nor expensive stereo equipment; no family photos, etc.)
- **Show the Space !** This is the **ONLY** tool that shows continuous space, and shows the rooms in relationship to each other. No more viewing single, disembodied photos, or peering at a 360 degree video as it spins around, trying to figure out which room connects to which?
- **Don't Show Decorating** - A gorgeously decorated Louis XVI home will not sell to a Frank Lloyd Wright Buyer, even if the SPACE is exactly what they wanted. Put the focus on the SPACE, and not the decorating for a FAST SALE! Let them see the floor plan online and fall in love with the SPACE, before they see it in person.