

Introducing SMARTePLANS

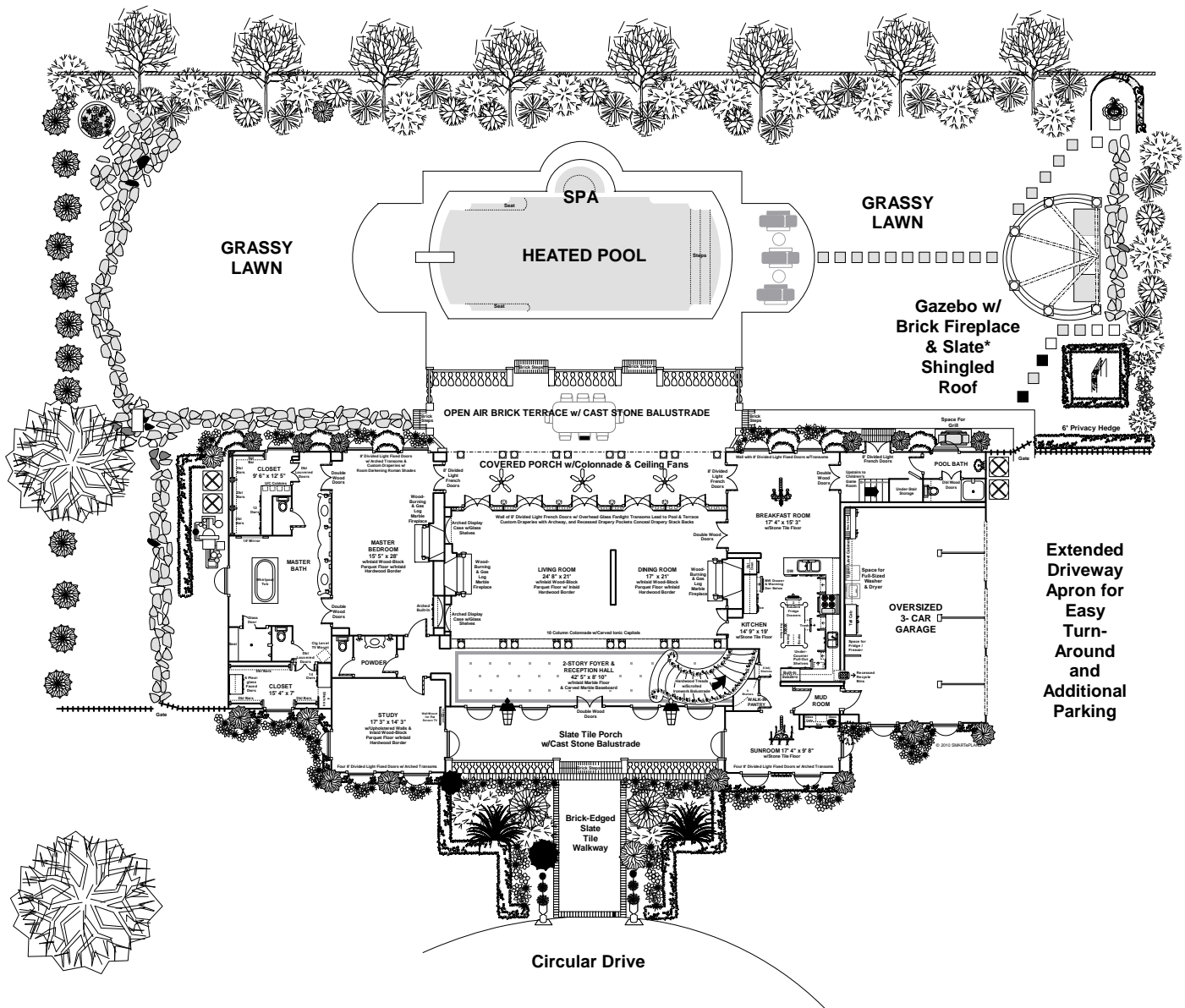
We Create Digital Floor Plans That Sell Homes FASTER!*

TOP 10 BENEFITS TO REALTORS

- 1. Uploads Directly to MLS.** Viewable and printable on both the Agent Side (TEMPO) and the Public Side of our MLS (www.HAR.com)
- 2. Innovate Past the Competition.** This is a new and unique concept to Houston, step ahead of your competition!
- 3. A More Complete Representation of the Listing.** Show continuous space, rooms in relationship to each other and traffic flows --- not just disjointed photos.
- 4. Your Client's Personal Privacy is Protected.** Some people are wary about putting photos of their possessions online, this allows you to show the space, but also protect their privacy.
- 5. What an Awesome Listing Tool!** When the Client makes their choice, who will they go with? The agent who offers this service? Or Not?
- 6. Flexibility for Distribution & Promotion.** In addition to uploading onto MLS, this eformat can be emailed singly or in address groups, posted on multiple websites or social media.
- 7. Integrated with Existing Photos.** Up to 14 photos get embedded inside the SMART-ePLAN floor plan drawing. Click on the Living Room--- and the photo launches. This is very cool!
- 8. OPTIMIZE YOUR TIME!** A SMARTePLAN lets the client "see" the property in advance. Eliminate wasted time & mileage with curious "go-sees"... Work with serious Buyers.
- 9. Focus on the Space & Not the Decorating.** SMARTePLAN let's buyers "see" their furnishings in THAT space & are not distracted by the current decorating.
- 10. GREAT for Relocations.** Provide the lone house-hunting spouse with the tool that moves the buying couple collectively towards a buying decision confidently and quickly.

* What does "Faster" Mean? – To us....it means 11 Years of MLS Data where **52% Sold in Less than 45 Days; 74% Sold in Less than 90 Days and 88% Sold in Less than 180 Days** THAT is "FASTER"! For Eleven Years in a Row the Average SMARTePLAN has had Less Days On Market than the MLS Average. That's FASTER!!

SEE THE DIFFERENCE A SMARTePLAN MAKES!



FEATURES OF A SMARTePLAN

- **Extreme Magnification Online** – While it may look small here, buyers can explore every detail of this property online by magnifying their screen to view this PDF file right off of our MLS.
- **Show What Buyers Want** - Always listed in the Top 3 of what Buyers want are: “large closets” and “lots of storage space. When is the last time you saw the inside of a closet in a virtual tour or photo gallery?”
- **The Mental Move In** - The faster a Buyer mentally “moves in”, the faster your sale. SMARTePLANS puts the focus on the space... not the existing furnishings or decorating. Buyers mentally “move in” to the space quickly... testing it out for their needs... whether its asking themselves, “Can I host a party for 100 in here?” to everyday thoughts like, “If I’m in the Den can I see the kids playing in the yard?”
- **Thoughtful Details** – This is a superior tool to show the many details that are part of a listing, and the SMARTePLAN is carefully coordinated with the Agent’s listing description. Care is taken to portray in the floor plan the “selling features” of the property.
- **Interactive Photos** – Launch the Photo Gallery photos for each room from inside the SMARTePLAN.