

DO YOU GET ALL THE EXECUTIVE HOMES & ESTATE LISTINGS THAT YOU COULD?

HAVE YOU LOST SOME LISTINGS TO COMPETITORS?



SEE BELOW !

SMARTePLANS

Our Custom Digital Property Pictorials Sell Homes Faster!

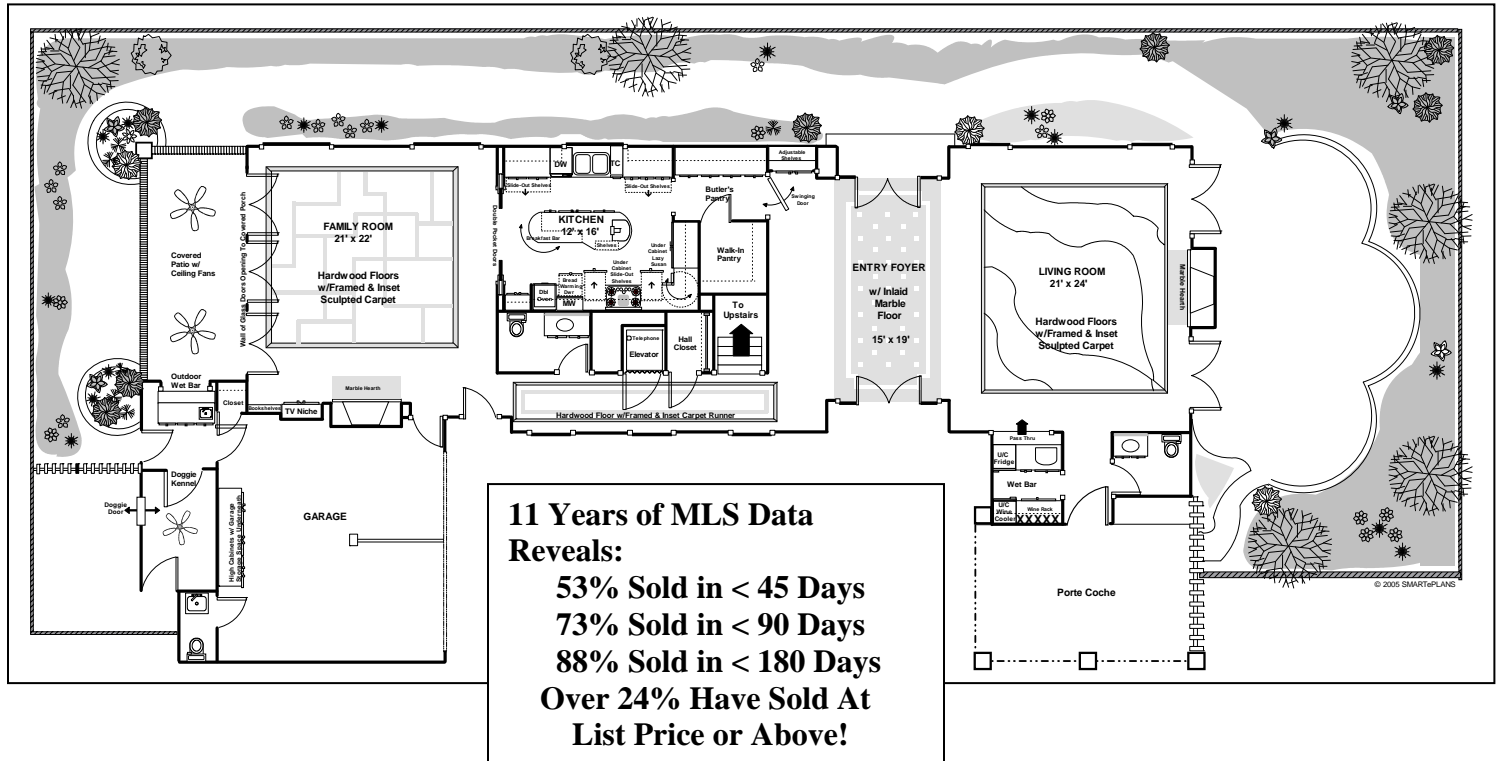
Maybe You Should Update Your Marketing Presentation to Include a SMARTePLAN --- And Get An Edge Over Your Competition. When Multiple Agents Are Being Evaluated, What is Going to Make A Difference? What Does SMARTePLAN Bring to the Table that Appeals to the Executive Home Seller?

1 DIFFERENTIATION. Face it, If You're Going to **STAND OUT** from the Crowd, You're Going to Need Something Different than Everybody Else. SMARTePLANS is Differentiated in the Marketplace and Differentiates **YOU** from your Competition. What Makes You Stand Out Now? Why Should They Go With You?

2 INNOVATION. Successful Business People Understand That the Ability to Innovate Past the Status Quo **Provides a Competitive Advantage That is Key to Success in the Marketplace.** Their Home is in Competition With Every Similar Home on the Market and --- **THEY WANT TO WIN!!** So What Competitive Advantage Do You Provide Them Now? Why Should They Go With You?

3 EXPECTATION. The Executive Home Seller is Likely a Goal Oriented, Results Driven Business Professional Who Expects Their Realtor to Be Conversant with eTools and eTechnology, Because That's How They Run THEIR Business. Why Go With a Realtor Whose Only Idea of an eTool is Putting a Listing onto MLS? What eTools and eTechniques Are You Using Now? Why Should They Go With You?

SMARTePLANS Are Not Really Suitable for Every Listing – but We’re Finding a SMARTePLAN Can Give Agents a Distinct “Edge” in Obtaining Listings for High End Executive Homes, and Estate Homes. Below is a Partial Floor Plan for a Large Executive 3-story Home. As You Can See, the SMARTePLAN Reveals An Amazing Amount of Detail About the Features of this Property. It Magnifies online up to 6400% to Allow Viewers to Inspect the Smallest Detail.... And We Embed Photographs of the Rooms Right Into the SMARTePLAN That Launch with a Mouse-click. These are NOT Fuzzy, Hard-to-Read Scans of the Builder’s Plans. These are Custom Originals Drawn to Show Off the Features of the Home and Attract Buyers!



WHY EXECS LIKE SMARTePLANS:

- They Are a Superior Visual Tool for a Prospective Buyer to “SEE” the Whole Property --- Whether from Houston, or Across the World.
- When an Executive is Transferring to Houston, They Start Their “House Hunt” Online Long Before They Contact a Realtor. Attract Those Buyers with Online SMARTePLANS. Step Ahead of the Competition by Getting on Their “Short List” Before They Even Arrive in Houston to Tour Properties.
- Successful Executives Are Usually NOT Ones to “Follow the Herd” ----(i.e. If You Ain’t the Lead Sled Dog --- The Scenery Never Changes.) They Like the Fact that SMARTePLANS are **NEW** and Not Everybody is Going to Have Them. They LIKE Pushing the Envelope and Listing with a Smart-Thinking, Strategizing, eEnabled Realtor Using “Every Tool-in-the-Toolbox” to Win!
- Business People Recognize the Value of Using an eTool specifically **DESIGNED** for an for an Electronic Realty Marketplace and the Effectiveness These Types of eTools Have in Combination with MLS & Realty Sites.
- SMARTePLANS WORK!!!! They Delivery Buyers! Precisely what Goal-Oriented, Results-Driven Execs Want. For Ten Years in a Row, the Average SMARTePLAN Has Had Less Days On Market Than the Average Property in MLS!