

**DO YOU HAVE A LISTING  
THAT IS NOT SHOWING  
WELL?**

**NOT LIVING UP TO ITS  
POTENTIAL?**



**WE CAN HELP !**

**SMARTePLANS**

**We Create Digital Floor Plans That Sell Homes Faster!**

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There are many reasons why a listing just doesn't seem to show as well as it should. You can probably think of several reasons off the top of your head, and maybe some of the reasons below sound pretty familiar ..

**1**

Perhaps the Owner has vacated, and without furniture, the rooms photograph bleak and empty. In addition to providing comfort and ambiance, furniture also serves to give scale to a room --- and empty, vacant rooms can often photograph as bleak and uninviting. **A drawn-to-scale SMARTePLAN focuses the buyer on the usable space. It's a "mental move-in" --- immediately they begin to focus on how that space can work for them.... Their needs, their furnishing, their lifestyle.**

**2**

Maybe the Listing is out-of-the-way for interested buyers. In this case travel time and traffic are barriers to successful, frequent, and multiple showings. **SMARTePLANS are uploaded onto the online MLS profile. Buyers "SEE" the listing's floor plan before they fight traffic. The net result is you work with seriously interested buyers who have already familiarized themselves with the floor plan..... instead of curious "go-sees".**

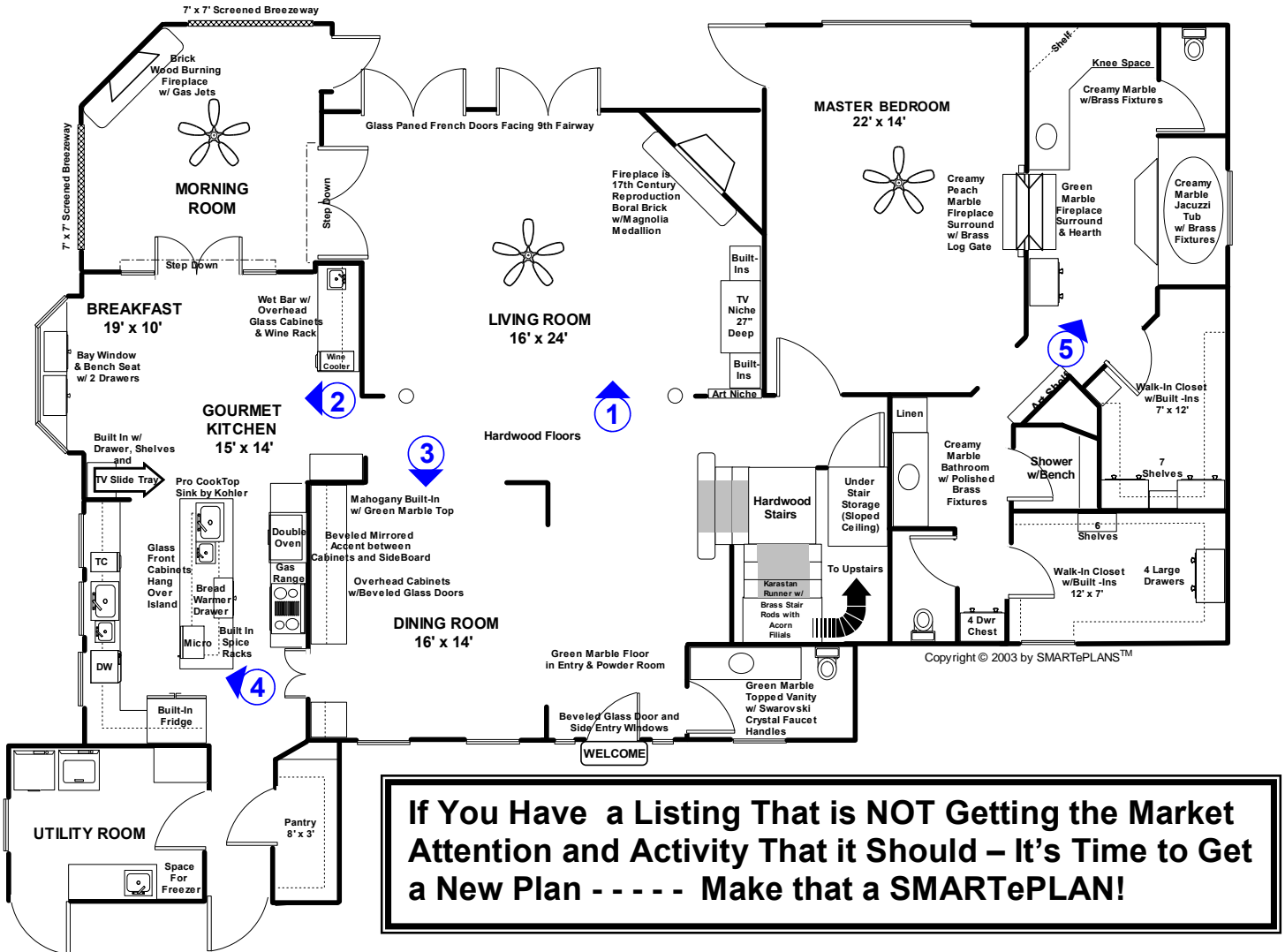
**3**

How about when the photographs just don't do it justice? Maybe it photographs poorly, perhaps the rooms look too dark, or the decorating doesn't photograph well --- or maybe even the Owner just doesn't want interior photos (and their private possessions) shown online. **A SMARTePLAN is a powerful visual tool, and especially for these particular circumstances, it is the SUPERIOR VISUAL TOOL!**

# SEE THE DIFFERENCE A SMARTePLAN MAKES!

Below is part of the floor plan for a \$600,000+ Golf Course home in Bentwater, that SOLD 66 days after we posted the SMARTePLAN. The anticipated time on the market for this type of property was two years. Both the Realtor and Owner give substantial credit for this rapid sale to the SMARTePLAN, as this same house had been listed with a previous Agent for over a year with zero Buyer interest, activity, and no showings. The previous Agent told the Seller "it was the market". The Seller's Comment: "It wasn't the market - it was the MARKETING!" And don't you know she told EVERYONE at the country club about HER wonderful Realtor!!!!

**SMARTePLANS can show an enormous amount of detail --- details that Buyers want to see!**



**If You Have a Listing That is NOT Getting the Market Attention and Activity That it Should – It's Time to Get a New Plan - - - - Make that a SMARTePLAN!**

## SMARTePLANS WORK FOR YOU!

SMARTePLAN pricing is per square foot. Pricing includes the following:

- Travel time & Gas Mileage to/from Listing
- Measuring time on the property . est 1 hour for every 1000 sqft (i.e. 3000 sqft = 3 hours)
- Creating / Proofing / Editing the SMARTePLAN
- Inserting & testing the photo links
- Documenting %HOW+we measured
- Uploading the SMARTePLAN onto MLS
- Type Setting the Captions of the Photos
- Email to you PDF cc& of all Materials