

SMARTePLANS

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www.smartepans.com

Our Pictorial Marketing System Consistently Outperforms the Market

17 YEAR TREND REPORT – SMARTePLANS

It's hard to believe we just finished our 17th year, and even with the COVID impact on showing houses, masking social distancing and all the pandemic precautions necessary to the business, we are very pleased our stats continue to post consistent results in Houston's housing market(s) across all price points.

MLS Avg Days on Mkt	TOTAL SMARTePLAN Comparison Data						
	Avg DOM	Total Sales	Avg Sale	% SOLD < 45 Days	% SOLD < 90 Days	% SOLD < 180 Days	% SOLD At or Over List Price
17 Yr Avg	63	31,632,109	1,222,951	54	65	85	23
73	1		2				3

17 yrs of Verifiable Tracking Data Taken Directly from Houston's MLS System, Reveals Consistent and Positive Results for:
Selling Properties Rapidly, Which Means Less Days on Market –
55% of Total Sales Sold in Less Than 45 Days on the Market
and 18% This Year Sold OVER List Price

The three big take-aways here are....

- 1 Our **17 Year AVERAGE** Days-On-Market is 10 days faster than the Average for All of the MLS sales ----- at every price point
- 2 Even though our Average Sales Price of \$1.2 M is nearly 4 TIMES higher than the MLS average sales price for last year alone (\$ 324,069) ... YET in the process....
- 3 23% of those properties in the \$1.2 M+ average price range we marketed ---- Sold Over List Price!

Which means SMARTePLANS marketing system can and does sell a \$1.2M home in less time than one priced at \$324K --- and has consistently performed in the marketplace at this heightened level for 17 years. Now keep in mind that the higher the sales price, the smaller the pool of interested and qualified buyers.

Nevertheless, in 2020, even in the midst of a pandemic our marketing system was STILL selling homes faster --- That's impressive! And a very good explanation of why real estate professionals who can choose ANY marketing ---- consistently turn to SMARTePLANS to deliver results in the marketplace for them. "Judith, you make me look like a marketing genius!" Uh, Yup. That's our plan.

SMARTePLANS strength is its proven track record over its 17 year history in Houston's housing market:

\$538 Million Dollars of Property Have Sold Faster Than the MLS Average --- with 23% Selling Over List Price

Imagine ... the AVERAGEover a period of seventeen years clocks nearly a quarter of the sales selling **at or over list price.**

Do nearly 25% of your \$ 1 million dollar properties sell over list price now?

That is a remarkable market performance statistic!

How Do we Do It? What Are We Doing That's Different?

Our unique product **helps agents GET the listing** as they are clearly offering the seller "more" and are differentiated in the market. Sellers LOVE their SMARTePLANS ... and they love the results even more!

So how do we do it? What factors can lead to a property selling rapidly or even above list price? Certainly the pricing itself, but SMARTePLANS has nothing to do with that --- setting the list price is the sole domain of the listing agent. But if that's all there was to it --- ALL properties would be flying off the market and selling above list price --- and that is indeed the exception and NOT the rule.

CONCURRENT BUYER interest in the same property at the same time is the major factor that causes a property to sell at list price or above.

Low inventory levels often create market conditions that generate multiple offers. **BUT, SMARTePLANS has been doing this consistently over 17 years with variable inventory levels. In order to do that --- you have to have effective marketing to attract and engage CONCURRENT buyer interest.... And SMARTePLANS knows how to do that.**

We don't just "show" properties, WE SHOWCASE PROPERTIES! –The WHOLE property and all its features!

**Simply stated
We have MORE Tools and
BETTER Tools than Most**

A quick peek at the drop-down TOOLS menu on our website shows we have a whole slate of patented products that others simply do not have.

If the major “marketing effort” for a property is **to just put the listing on MLS** – the property will be receiving substandard marketing.

“Putting the listing on MLS” does not count as “MARKETING”

Our patented interactive floor plan pictorials are uploaded onto MLS and data-streamed around the world to Google, Zillow, Realtor.com and any number of portals and aggregators.

SMARTePLANS are

- (1) easily accessible,
- (2) easily understood,
- (3) easy to navigate,
- (4) show the ENTIRE property --- outdoor space as well as indoor,
- (5) show amazing detail of the features, finishes and craftsmanship of each property

In an intercontinental city like Houston, international investors and foreign professionals transferring into the city can easily find SMARTePLANS online, and *the easy-to-understand pictorials transcend any language barrier*. Yet ... we can ... and have created foreign-language versions of the floor plan and descriptive Amenities Text in both Farsi and Chinese. You can see samples on our webpage!

Corporate executives who know they are being transferred to Houston are searching our MLS months before they move --- looking at neighborhoods, looking at pricing --- and they find and scrutinize homes with SMARTePLANS right off our MLS.

The properties with SMARTePLANS always make their “short list”; and some have confidently purchased homes without ever seeing them in person first! All of these are "real" instances where a SMARTePLAN helped sell a high end luxury property a lot faster than expected ... and often for much more than the list price.

Whether you are a home owner thinking about putting your high end luxury home onto the market, or an agent who lists high end properties, take the time to investigate this powerful marketing tool.



Our website (www.smartepans.com) has information for both consumers and real estate professionals in an easy-to-navigate format, with samples and FAQ's. Go visit and click around ... email me with questions.

Online Information of Tips, Tools & Techniques

For Home Sellers

For Real Estate Agents

Compare SMARTePLANS --- You'll Be Glad You Did

Why SMARTePLANS are better than any other Floor plan

<https://smartepans.com/compare-to-floor-plan>

Why SMARTePLANS are better than a Virtual Tour / Video

<https://smartepans.com/compare-to-virtual-tour-video>

Why SMARTePLANS are better than 3D Floor plans

<https://smartepans.com/information-for/real-estate-agents/compare-to-3d-floor-plans/>

Why SMARTePLANS are better than an Open House

<https://smartepans.com/compare-to-open-house>

SMARTePLAN is not “just” a floor plan company, we have a whole portfolio of integrated marketing products that work hard for you and produce results ...and we look forward to working for you THIS year.

Judith Sinnard

SMARTePLANS Inventor & Owner

United States Patents: US 7,733,351 B1 and US 8,010,906 B