

SMARTePLANS

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www.smartepans.com

Our Pictorial Marketing System Consistently Outperforms the Market

FIVE YEAR SNAPSHOT – SMARTePLANS

We just finished our 12th year and the results show SMARTePLANS has consistently outperformed the market for over twelve years. We track market performance utilizing several key measurement metrics and frames of reference --- and are happy to share the data with you.

Each SMARTePLAN created is tagged with its individualized MLS number and its market performance is tracked by Houston Association of Realtors (HAR.com) until the property is sold, withdrawn, terminated or expired. So we don't create the data – an independent third party tracks and charts the data and publishes monthly and yearly reports. So our data is in the custody of a professional third party real estate industry source, who also happens to be one of the most highly respected online MLS's in the country (HAR.com).

SMARTePLANS is a robust marketing system for luxury residential real estate with a wide slate of several different products that consistently post superior performance in the top 2% of the housing market. Both high end luxury Home Sellers and Listing Agents seek out our “performance” marketing materials to give them an edge in the marketplace --- and I can genuinely say that giving your properties that “edge” is what we do best.

“Will this work for me?” That's what everyone wants to know.

I won't just tell you it's going to work for you, but I can show you (with data taken direct from the MLS) how it is working for others.

Here's the Data From the Last 5 Years....

	MLS Avg Days on Mkt	5 YEAR AVERAGE						
		Avg DOM	Total Sales	Avg Sale	% SOLD < 45 Days	% SOLD < 90 Days	% SOLD < 180 Days	% SOLD At or Over List Price
2011	89	54	49,408,050	1,453,177	59.4	84.4	90.6	20.6
2012	78	109	32,880,888	1,096,030	46.4	64.3	82.1	33.3
2013	61	41	39,753,335	1,204,647	64.5	90.3	100.0	24.2
2014	53	47	15,040,918	1,367,356	54.5	63.6	72.7	54.5
2015	51	48	45,894,664	1,434,208	63.3	80.0	100.0	15.6
SMARTePLAN's 5 Yr Avg	66.4	60	36,595,571	1,311,084	58	77	89	30

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

1. We sell faster (less days on market) than MLS, even though our
2. Average Sales Price of \$1.3M is 5 TIMES the MLS avg sales price (\$ 247,623) and in the process....
3. An average 30% of those \$1.3M+ properties we marketed ---- sold over list price!

Now keep in mind that the higher the sales price, the smaller the pool of interested and qualified buyers ...so SMARTePLANS has to consistently capture buyers from a **much smaller pool of available buyers in less time than is “normal”**.

The stats for over the full twelve years?

**\$375 Million Dollars of Property Sold 21% Faster
Than the MLS Average --- with 24% Selling Over List Price**

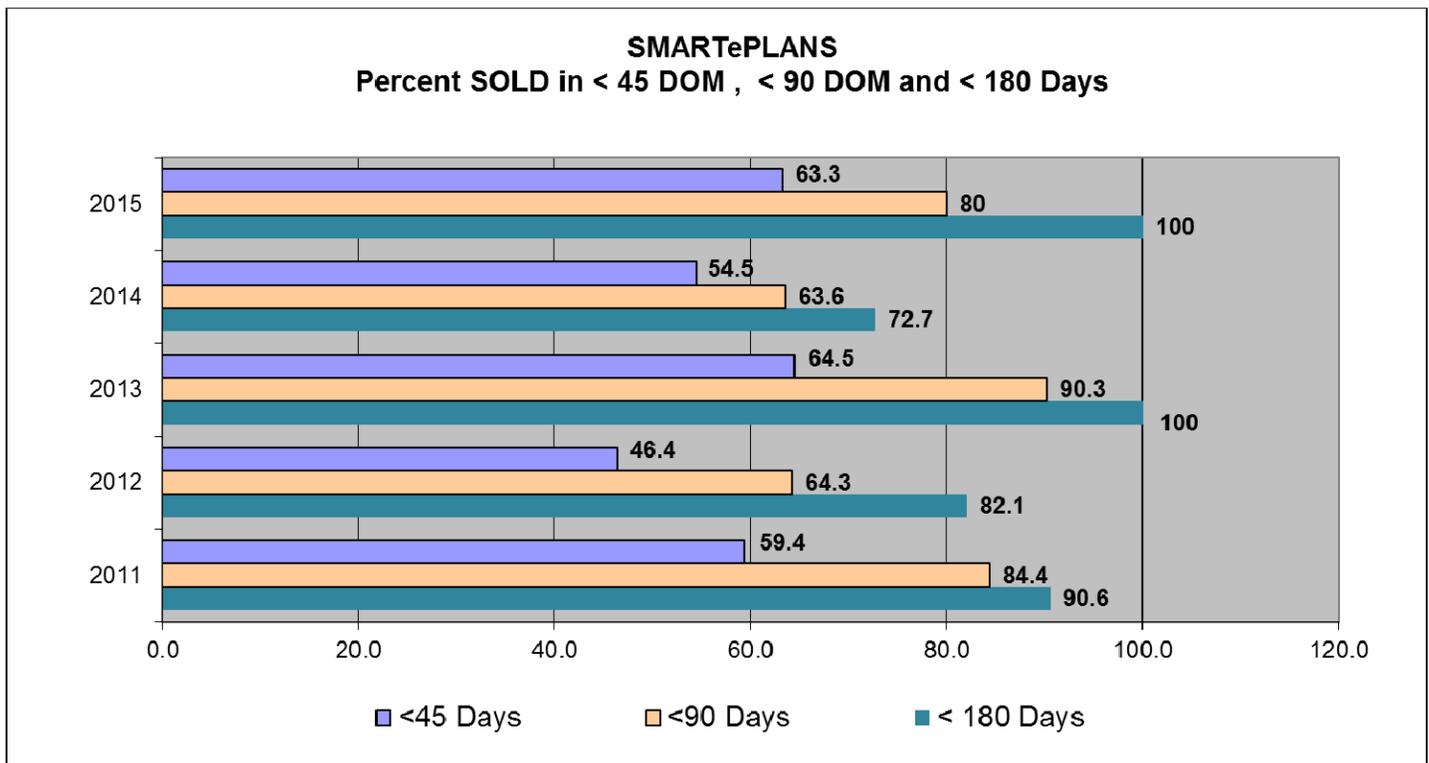
Imagine ... the AVERAGEover a period of twelve years has nearly a quarter of the sales selling **at or over list price**. Do nearly 25% of your \$ 1M+ properties sell over list price now? That is a remarkable market performance statistic!

Let’s slice the Days on Market data a little thinner. Listing Agreements for high end properties are frequently signed for a 6 month term ... or 180 days. So I split that in half And look at 90 days ... and split that in half again and look at 45 days.

And you can see the data below ... for two out of the last 5 years the properties were all sold by the end of the 6 month term. Mind you .. this is for properties over a million dollars since the “average” home that I marketed was at the \$ 1.3M dollar level.

If you’re an agent, compare SMARTePLAN results with your personal average and that of your Broker.

If you are a home seller ... ask your list of potential agents you are interviewing where they fall in this scenario. What are their stats ... and did they bring their data with them to your listing presentation?



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

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. You have to have MULTIPLE OFFERS to sell over List Price. To attract multiple buyers, you have to have engaging marketing and also have the means to reach a greater number of interested and qualified buyers.

Low inventory levels often create market conditions that generate multiple offers. **BUT, SMARTePLANS has been doing this consistently over 12 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.**

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 your 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) show the ENTIRE property --- outdoor space as well as indoor, (4) show amazing detail of the features, finishes and craftsmanship of each property and (5) allow potential buyers to select furniture off a menu, size it to fit their needs and slide it around the floor plan arranging furniture and doing "what ifs" ... and those are just a few examples... we have so much more.

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.*

Corporate execs 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 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 own 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.smarteplans.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.

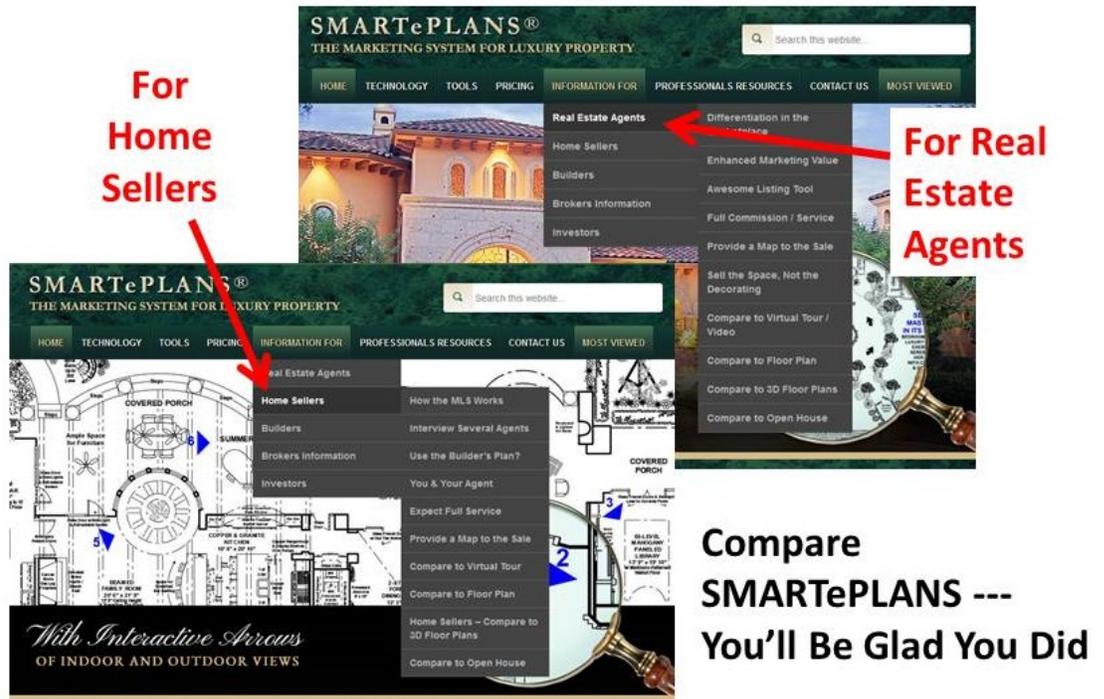
SMARTePLAN is not "just" a floor plan company, we have a whole portfolio of integrated marketing products that work hard for you and produce results ...and we look forward to working for you THIS year.



Judith Sinnard
SMARTePLANS
Inventor & Owner

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

Online Information of Tips, Tools & Techniques



For Home Sellers

For Real Estate Agents

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