

# SMARTePLANS

(281) 419 – 4025

www.smarteplans

*Our Digital Floor Plans Put Buyers In Your Home*

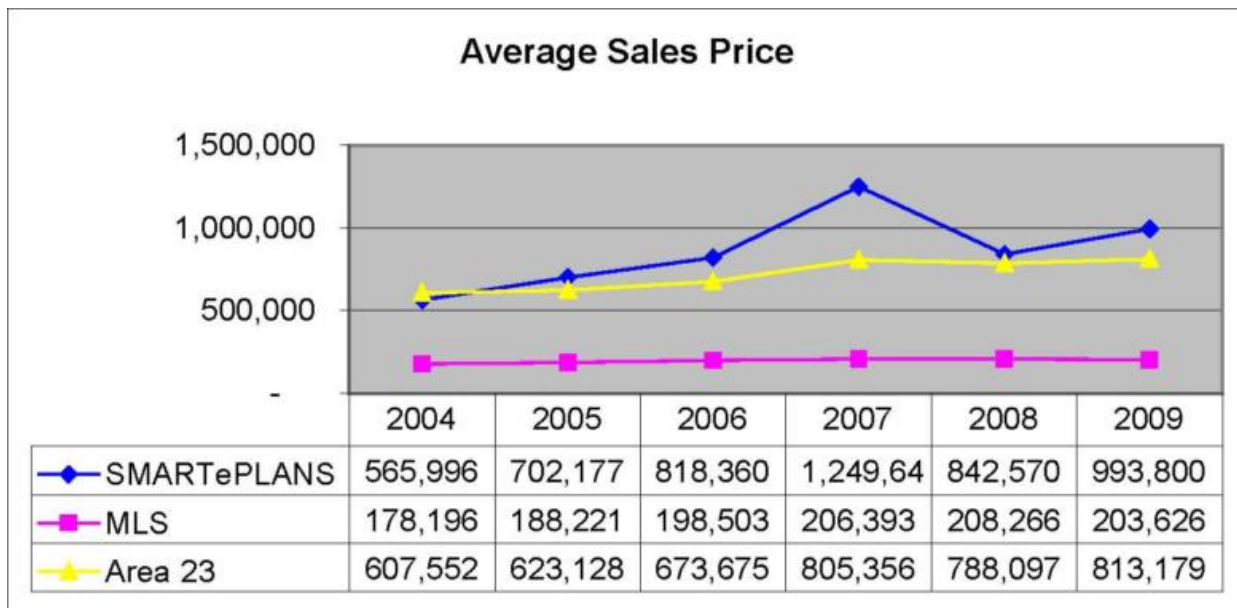
## SIX YEAR TREND REPORT – SMARTePLANS



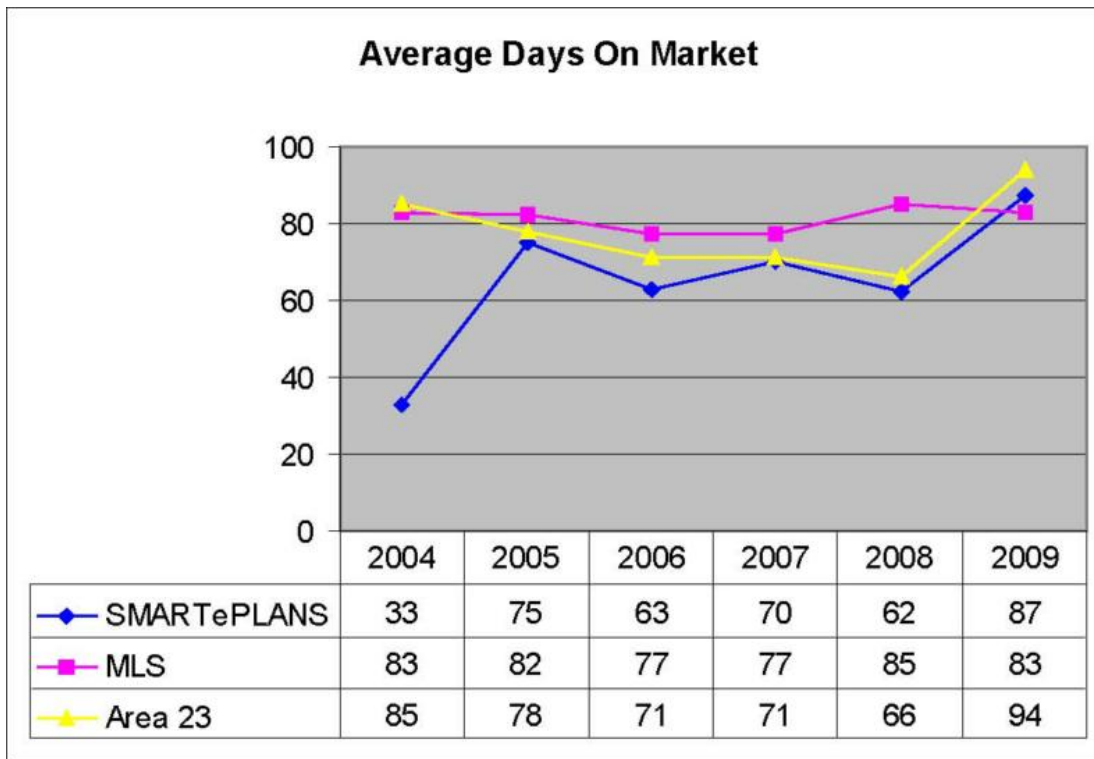
Will this work for me? That's what everyone wants to know. **For 6 years in a row SMARTePLANS have had less days on market (DOM) than the MLS average for high end luxury homes in Houston.** I can't tell you if it will work for you, but I can show you how it is working for others.

I back-tracked to compile six years worth of data so you can see how SMARTePLANS has consistently performed in the marketplace, and continues to do so with its innovative furniture-moving technology. Whether you are a home seller or a Realtor – these are performance results you can relate to!

The data for the graphs is taken from our MLS YTD figures. **In the first graph you see the average sales price.** SMARTePLANS are for high end luxury homes, so the our average sales price is way above the overall MLS average. To provide a counter-weight to the data, I looked for the highest sales price region in Houston, and for us it is Area 23, and used that data to graph along with mine. But, as you can see, in many areas the properties I work on are well above the average sales price for that region, too.



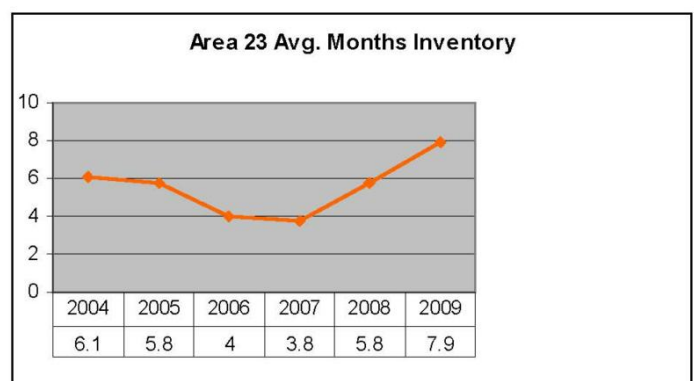
The next graph shows the Average Days on Market trending over a period of time. **Again, you can see that while the properties I'm showcasing are on average MUCH more expensive ... they are still moving off the market much more quickly than originally anticipated.**

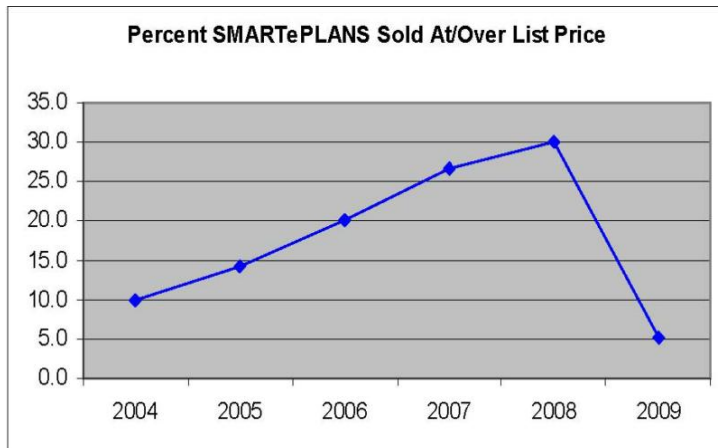


SMARTePLANS showcase the unique features of each property visually, and the plans are also integrated with a very thorough room-by-room text description, giving potential buyers the detail they want at the click of a mouse! Uploaded onto MLS, they are accessible 24/7 around the world for the life of the listing.

Around the world? Yes. In an international city like Houston, foreign investors can easily find them online, and the easy to understand pictorials transcend any language barriers. The lone house-hunting spouse now has meaningful info to send back to their other half and make that buying decision. Corporate execs who know they are being transferred to Houston find homes with SMARTePLANS on our MLS and are hooked! Before they ever make their scouting trip, they KNOW what properties they want to see in person. All of these are "real" instances where a SMARTePLAN helped sell a high end luxury property a lot faster than expected.

For the Realtors reading this, I've added a graph showing the Months Inventory record for Area 23 as a benchmark for the market conditions that is relevant to the data.





Finally, my favorite graph shows the **percent of SMARTePLANS per year selling at list price or above.**

Dang! 2009 is not so good ... but hey! over 5% of high end luxury homes (in 2009's crummy market) **STILL** sold at list price or above ... and check out that trend line for the previous years! .. it shows real promise, and I'm confident it will trend back up .

What can lead to a property selling at list price or above? **CONCURRENT interest in the same property is what causes it to sell at list price or above** and these detailed property visualizations **DELIVER!**

Uploaded onto MLS and data-streamed around the world to Google, Zillow, Trulia, Realtor.com and any number of portals and aggregators they are (1) easily accessible, (2) easily understood, (3) show the **ENTIRE** property --- outdoor space as well as indoor, and (4) show amazing detail of the features, finishes and craftsmanship of each property.

Whether you are a home owner thinking about putting your high end luxury home onto the market, or a Realtor who lists these properties, take the time to investigate. My website ([www.smartepans.com](http://www.smartepans.com)) has information for both consumers and Realtors, as well as samples of homes currently for sale utilizing a SMARTePLAN. Go visit. Ask questions.

After six years ... not only are we effective and going strong ... but we're getting better!