

*Selling or Renting a property is about first impression. Insha Allah We can help you make that fabulous first impression by Drawing and Integrating **FLOOR PLANS** & **Photographs***

- *1/3rd of buyers were less likely to inquire about a property that did not include a floor plan. Having a floor plan was actually the second most desired feature in a listing...* [rightmove.co.uk Survey](http://rightmove.co.ukSurvey)
- *Home Buyers rated room sizes and floor plans the 3rd and 4th most important features in listings that they viewed...* [HomeGain Survey](http://HomeGainSurvey)
- *Over 90% of buyers say they are more likely to spend time looking at a property with a floor plan* (C.A.R Home Buyers Survey)
- *More than 80% of sellers think a floor plan will help sell their home faster* (Moving Homes Survey)
- *Including a floor plan in the marketing mix has been proven to reduce time on market by up to 50%* (C.A.R Home Buyers Survey)

BENEFITS OF FLOOR PLANS

- Floor plans are being requested frequently because your clients want more information:
- Will my furniture fit in each room?
- How much space I am left with after a double bed and if I would be able to fit my study desk or not?
- How will the setting of sofas look into the lounge?
- Will I be able to fit in my 8 seat dining table into the dining room?
- Is there enough space in the kitchen to put up a 4 seat round breakfast table?
- Help your potential client visualize your property without necessarily being on site.
- Listing with floor plans generate more interest among buyers that means MORE TRAFFIC and more traffic leads to a quick SALE!
- Our marketing package creates a unique and effective tool that displays the property in an engaging and interactive manner resulting in increased amount of interest and more traffic, allowing you to sell your property faster.
- Numbered pointers are marked on the floor plans and same number is displayed on the photograph so that a person can relate the floor plan with photographs.

Mere photographs only shows the buyers the interior finishes of different rooms, what the buyer wants to see to make a decision is the:

- Layout of the Property
- Flow and functionality of the property
- Relationship between different rooms to feel the essence
- Room sizes
- Solar Orientation of the property

- Location of windows to assess amount of natural light and ventilation.
- The floor plan helps the buyer look at the orientation of the property and can see if the property meets his requirement for example of an east facing bedroom or west facing kitchen
- Plans are also good for out of city buyers.
- Floor Plans can also be shown on the sign board outside the property.
- Assist in qualifying potential buyers or tenants to schedule a viewing as they already know the property layout suits their requirement – saving time for both vendors and agents in unnecessary viewings
- Floor plans are also required for making lease plans.

Where to Use?

- Upload to a website
- Include on your printed property flyer
- Email to buyers
- Hand out to buyers during the visit of the property
- Upload on Facebook

WHY use Floor Plans?

When I saw listings on Irish websites without floor plans compared to the listing on websites in US, UK and Australia – I felt the need to provide Irish property buyers with a comprehensive tool in the form of floor plans. Floor Plan helps to make a better decision. A property may look out of this world in photos with highest standard finishes but functionally it may be one of the worst – just photos cant tell you that.

Secondly all the people are not same. One person may take much longer time to think as compared to the other person, WHY? Because he cant visualize or assess and that's the reason why a large number of potential buyers takes time in making up their mind – either to go ahead with the purchase or not as they don't have the capacity to visualize and are not provided the right tools (in the form of floor plans), that's why the only thing they can do is to take advise - discuss with their friends, relatives and keep on thinking and thinking and that's one of the reason the delays are caused. We want to eliminate this delaying factor by bringing the crowd on the same page so that they can immediately see, feel, visualize, chalk out their requirements and an immediate Yes or NO. Some other benefits are:

- 1- When viewing you are assessing one space at a time - However with a floor plan you can relate different spaces with each other at once and also visualize different functions
- 2- Physical Viewing - you are looking at the day light at that particular time of viewing but with a floor plan you can visualize the overall solar orientation for every room in that house and can assess whether it meets your requirements.
- 3- With floor plan you can visualize and work out different furniture layout options to see whether every space meets your furniture requirements.
- 4- With floor plans you can immediately spot negative or waste spaces like extra long corridor which is adding more circulation and adding towards the covered area or extra large cloak room etc
- 5- Floor Plans shows room sizes and an average person cannot assess a room size from viewing only.
- 6- Floor Plan shows you the extra potentials of the property in the form of future extensions or interior renovations etc.

The Floor Plans help you in assessing the difference between a good and bad architectural design. There can be 2 houses at the same location and same covered area and same standard of finishes but totally different designs - one with negative and dark spaces and the other with optimum room sizes and maximum usability.

The floor plan acts as a back bone in all developed countries and used in the sale of properties in US, UK and Australia.