



Beautifully Accurate Floor Plans



## Why should you use Floor Plans when marketing property?

Floor Plans are an essential part of property marketing; they work as a reference tool, they work as a buying tool and they work as a promotional tool.

### 1. Let's look at how they work as a reference tool:

Did you know that property valuers prefer to value a home when a floor plan is available? It enables them to make faster and more accurate comparisons with other properties sold nearby thus speeding up the time for mortgage approvals. This is great news for you as an agent.

### 2. Now how about floor plans as a buying tool:

Buyers love floor plans! In fact, a recent survey from the California Association of Realtors stated that **93% of buyers said they are more likely to inspect a property if they have seen the floor plan first**. How many buyers are you not seeing because you don't offer floor plans? You'll never know.

Floor Plans are also the only marketing tool that offers complete objectivity and accuracy. Buyers use floor plans as a talking point, a reference tool, a reminder when they are discussing whether to proceed or not on a purchase. Without this information they could second guess themselves out of a sale.

### 3. Floor Plans as a Promotional Tool

All great agents use Floor Plans. They use them because they know the benefits of providing information in a variety of ways. Some buyers like photos, some like well written descriptions, some like to walk around and feel a property, whilst others prefer the facts and figures. Great agents provide all of this information and a floor plan offers something for everyone.

Sellers know this. In fact the Home Sellers Survey of 2011 showed that **81% of sellers believe a floor plan would help sell their property faster**.

Make sure your agency gives themselves the best chance of winning every piece of business by including floor plans.

## Why use Floor Plan National to create your Floor Plans?

At Floor Plan National all we do is create beautifully accurate floor plans. Because of this we have the best quality, best process and most protection for our clients.

There are 4 things to consider when choosing a floor plan provider;

### 1. Are they trained by qualified Architects?

There are many floor plan providers in the market who can whip up a floor plan for you, but do you ever check on the accuracy of those plans. All Floor Plan National measurers go through intense training to be able to deliver a product that is not only accurate, but fast.

Having trained measurers also helps you when it comes to point 2

### 2. Do other floor plan providers offer you protection?

What happens to you if you sell a property and the buyer comes back with a claim that the measurements were inaccurate? With Floor Plan National you can relax; we have Professional Indemnity, Workers Comp and Public Liability insurances in place relevant to the service we provide. In addition to this, our standard disclaimers have all been verified to offer the highest levels of indemnity possible.

If your floor plan provider does not carry these insurance you could be at risk. Ask other floor plan providers if they can offer this level of protection.

### 3. Can they offer enough capacity for your business?

At Floor Plan National we have capacity for 1000's of floor plans per month. This gives our clients piece of mind whether they are ordering 200 or just one floor plan each month.

Most floor plan companies in Australia and New Zealand are single operator shops and have limited capacity. Our full time production team makes sure we can grow, therefore so can you.

### 4. What level of quality are you receiving?

Many floor plan providers will simply resell you a floor plan drawing service such as Metropix or Floorplanner. These are great services for the cost conscious and we suggest that if you want this level of service you should draw the plans yourself and save a bundle (we'll happily measure for you).

Floor Plan National only employs qualified drafters to draw your plans using architectural drawing software. The quality of our product means you have more flexibility when presenting a home and you can use the finished product in more applications.

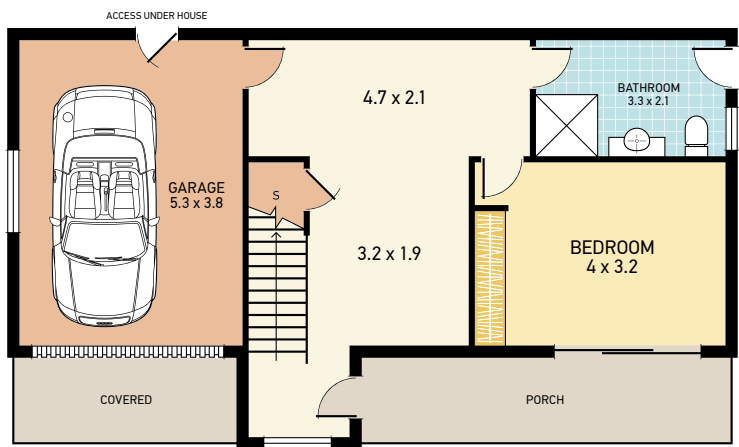
# Samples

REF-770Wx1790H  
WM-610W

Total floor / living area  
including garage is  
approximately 237m<sup>2</sup>

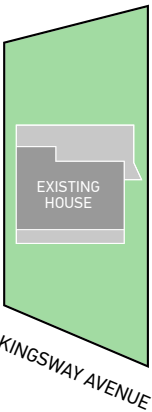


UPPER LEVEL



LOWER LEVEL

SITE PLAN  
(not to scale)



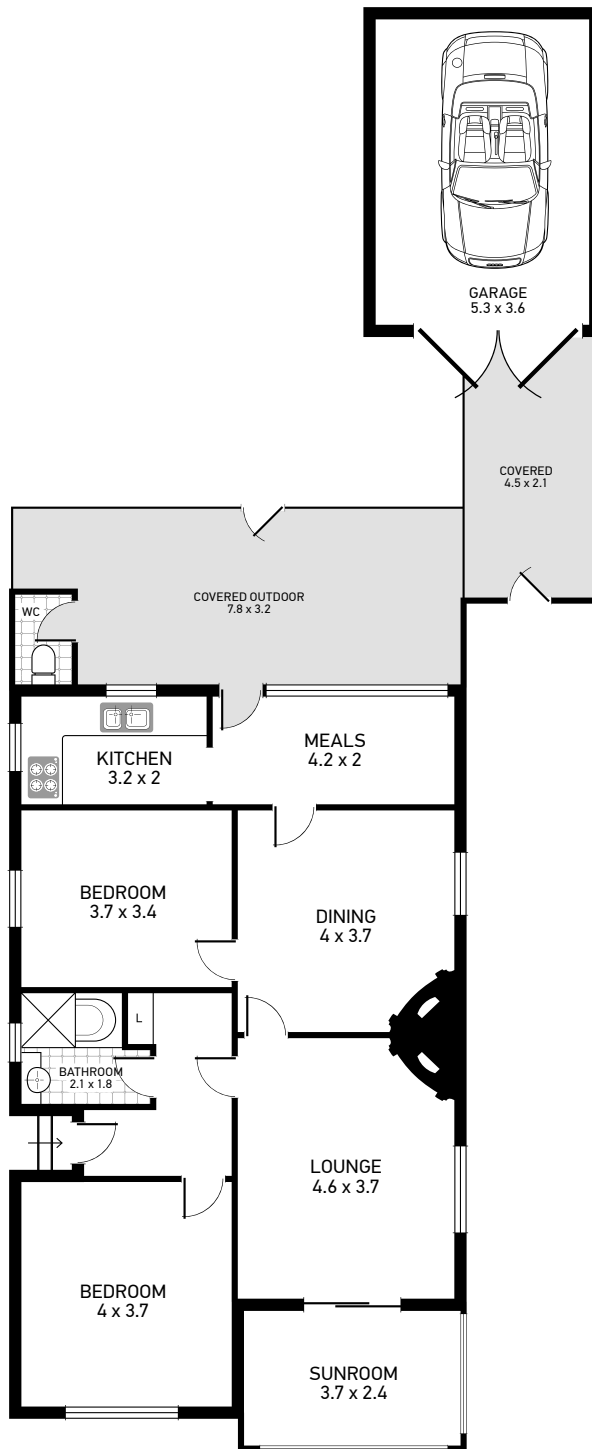
123 SAMPLE ST, FLOOR PLAN NATIONAL ST, AUSTRALIA

YOUR LOGO



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[www.floorplannational.com.au](http://www.floorplannational.com.au)



Total floor / living area  
including garage is  
approximately 135m<sup>2</sup>

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