

Guide to Using the strategic Sales Plan

Maximize your property's perceived value with a
professional visual tool

Why Choose a Strategic Sales Plan?

- This guide shows you how to maximize the impact of your **Centris** listing with **JC Design's** Strategic Layout Plan. More than just a drawing, it's a powerful marketing tool that allows buyers to instantly visualize the potential of the kitchen or bathroom.

What's Included in the Strategic Plan

- Kitchen or bathroom layout plan, based on the actual dimensions of the property
- Detailed elevations of each wall
- Immersive 3D renderings, including a 360° panoramic view
- 2 realistic color perspectives
- Turnkey visual file, customized to your banner
- Downloadable PDF version, ready to be inserted into the listing
- 2 video or phone consultations with me

How to Integrate It into Your Centris Listing

How to Use the Strategic Plan in Your Centris Listing

1. Add the visuals to the property's photo gallery . Upload the 3D renderings (color perspectives, immersive view) at the end of the existing photos . This allows buyers to instantly see the redesigned potential of the space.
2. Mention it in the listing description. Add a line in the property description, such as : "Includes a 3D kitchen layout concept designed by a professional. Helps buyers clearly visualize the space's full potential.
3. Use the plan during showings and follow-ups . Print the PDF or display it on a tablet to support your pitch during visits . It's a powerful tool to spark the imagination and address buyer hesitation.
4. Include the plan in your marketing package . The PDF can be attached to your emails or shared as a handout .It gives your listing a competitive edge over similar properties on the market.

Example: Before / 3D Projection

Here is an example of a kitchen before, alongside its redesigned 3D plan.

This virtual transformation allows buyers to instantly picture themselves in a new space.

Before : Original Kitchen (1987)



Identified Issues: Outdated style, poor lighting, insufficient storage, lack of conviviality and resale appeal.



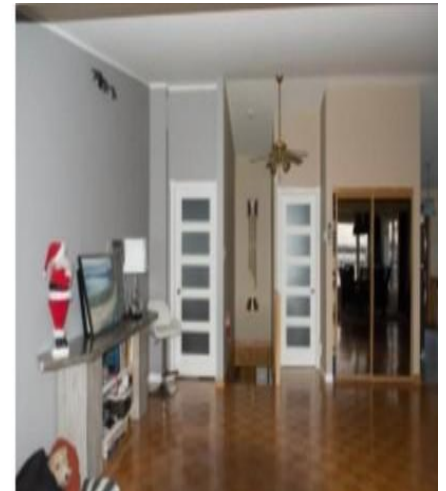
Before : Original Kitchen (1987)



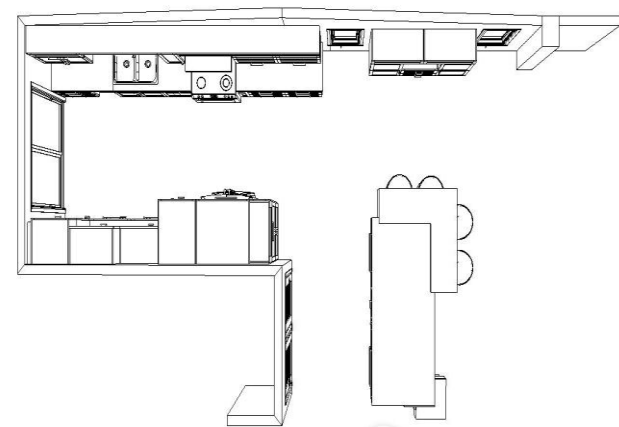
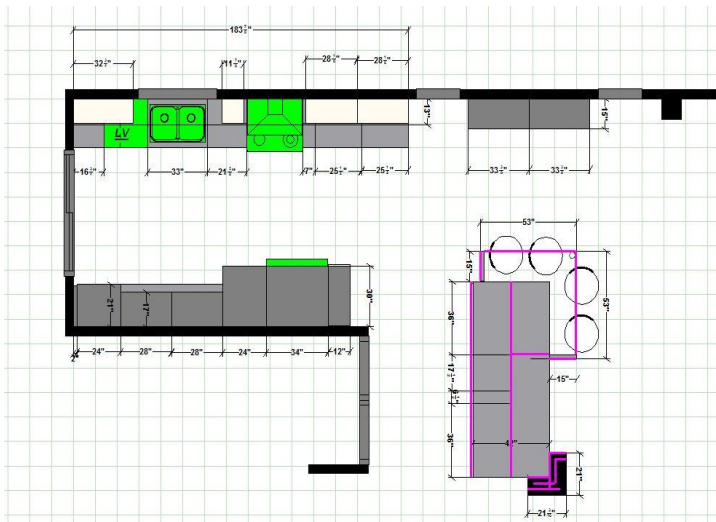
Identified Issues: Outdated style, poor lighting, insufficient storage, lack of conviviality and resale appeal.



Before : Original Kitchen (1987)



After: New Layout Plan



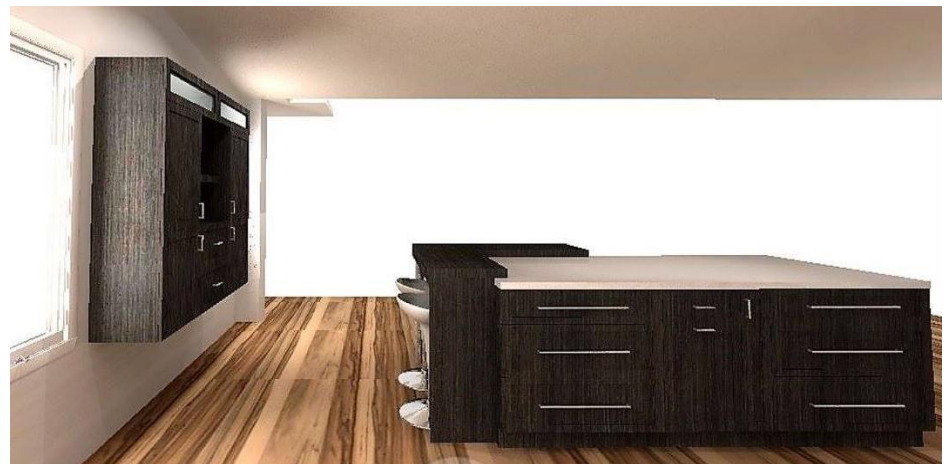
A Strategic Plan – A Clear Vision – A Home Sold

After: Immersive 3D Renderings





After: A Clear Projection, No renovation Required



Benefits for Real Estate Agents

- Capture attention within the first few seconds
- Create a buyer's crush without renovations
- Increase the perceived value of the property
- Stand out as a proactive real estate agent

The Plan That Makes All the Difference

You're holding a powerful strategic tool. Use it now to turn unconvincing showing ... into a solid offer.

Need another plan. Contact JC Design today.

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