

premium
residential
design
software

SOFTPLAN
ARCHITECTURAL DESIGN SOFTWARE

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Dear Building Professional,

When I drew the plans for my first house, back in 1977, the only CAD programs available were far too expensive and complicated. Simply put, they were not intended for drawing houses. SoftPlan was formed in 1985 to create a better way to design a home. SoftPlan would be an easier and more fluid way to draw: move a wall and the dimensions automatically update, or change from brick to siding without starting over with a new sheet of paper. What started as a simple solution to the issues facing hand drafting is now a tool that accelerates the drawing process, helps builders communicate with trades, and allows customers to visualize their homes. And it does all this while keeping track of material requirements.

SoftPlan takes advantage of the latest advancements in computer technology. But even the best technology is ineffective without innovation. SoftPlan's staff are individuals with strong backgrounds in construction and architectural design, folks who are wholly committed to making SoftPlan the best program to use to create a home. SoftPlan's pinpoint focus is a strong asset. It allows us to create a program which focuses solely on the needs of the residential design market.

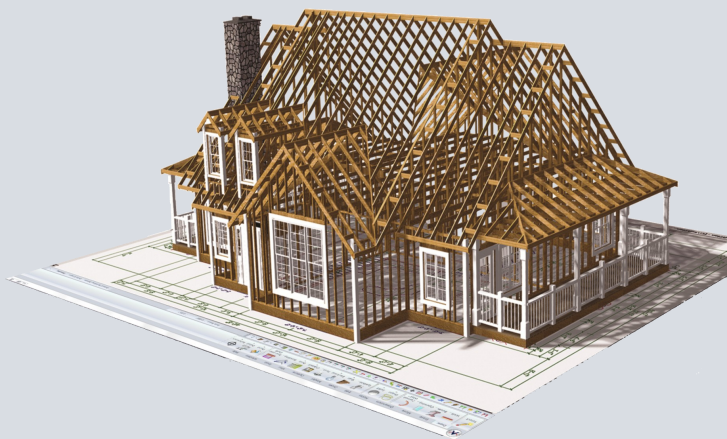
Through 15 separate releases, SoftPlan has continuously evolved, adding new features and fine-tuning the program. And that is why we are the industry leader. We listen to our customers - the folks designing homes or out there at the construction site - and we create the next release based on what you need. If you have a good idea, please let us know. We'd love to hear it.

Warmest Regards,

Ken Montag
President and Founder
SoftPlan Systems, Inc.

Why SoftPlan?

When you can't settle for anything less than the most accurate construction documents, SoftPlan offers a unique, industry-leading solution for residential design. Whether you're an architect who wants to quickly create customized designs, a builder who needs to be able to instantly create variations of the same house, or a remodeler who needs to promptly respond to clientele needs, SoftPlan will increase your productivity without interrupting your current workload.



Professionals in the building industry purchase SoftPlan because they are looking for a better way to design houses. Some try consumer geared CAD programs, which are easy to learn, but soon realize that these programs fail to complete detailed working drawings. Some try other programs marketed to professionals and become frustrated with the steep learning curve and the time it takes to complete a drawing.

SoftPlan has the shortest learning curve in the industry. We use terms and objects familiar to building professionals and provide a logical interface and order of operations.

And if you encounter difficulty, we provide customer support with no annual support fees.



SoftPlan home design software automatically models the project before it's built on the site. This BIM model is used to automate the

creation of construction documents, 3D renderings, materials lists, and cost estimate reports.

We know that you want a program that offers the things that you offer your customers — quality, value, efficiency, and a guarantee of satisfaction.

SoftPlan was recognized in 2011 for 25 consecutive years of exhibition at the International Builders Show and we have demonstrated our cutting-edge program in hundreds of trade shows across the world. Even with all that behind us, more often than not, our customers purchase SoftPlan because they know someone else who recommends us.

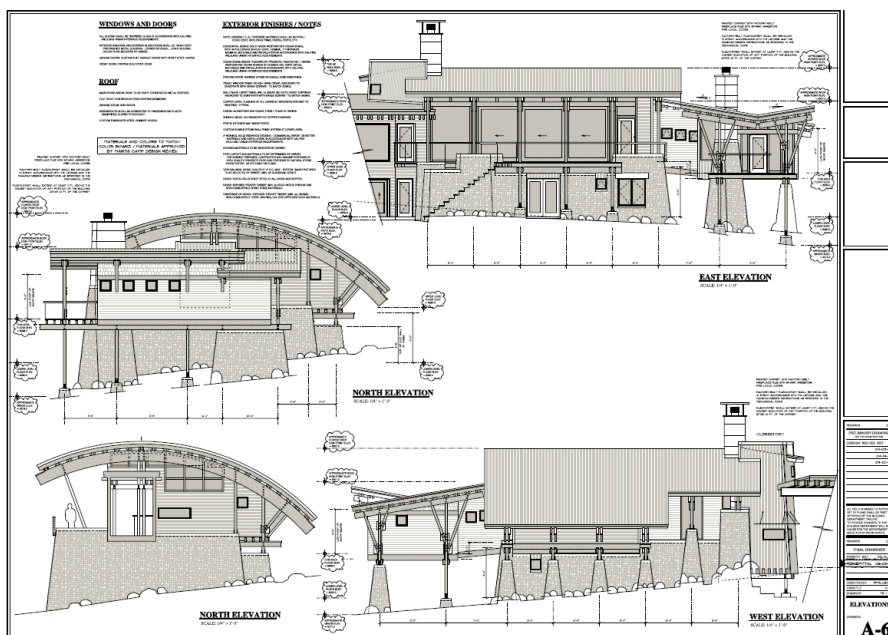
"The most important tool I own"

"I can't say enough good things about SoftPlan. I started using SoftPlan in 1994. It took me less than 40 hours to teach myself the basics of the program and I was able to draft my first house.

The following week I packed up my drafting table & tools. They have been in storage 17 years. SoftPlan is not just a CAD program; it is a building tool, the most important tool I own."

*Fred L. Freeman
Canterbury Homes, Inc.
Saylorsburg, PA*





Ken Meffan, Architect | Thomas Roman Architecture

Architects

- Create impeccable construction documents
- Create high quality 3D renderings
- Import/export to AutoCAD®
- Import content from Google SketchUp®
- Automatically generate REScheck™ energy reports
- BIM and parametric capability

Builders

- Become a one-stop, design-build firm
- Save money on design costs
- Cut down on quoting time
- Bid jobs more accurately
- Make the sale using high quality 3D presentations
- Draw with brand names: Pella®, Kohler®, Wolf®...
- Create detailed framing plans for your crew

Remodelers

- The Remodeler's Configuration helps you distinguish between new, existing and demolition items and helps you achieve an accurate materials list
- Draw existing conditions and then draw additions
- Draw custom kitchen & bath plans & cabinet elevations
- Create infinite cabinet styles using manufacturers' symbols, face styles, finishes & millwork
- Draw custom deck designs then automatically generate an accurate materials list and cost estimate report
- Show clients what the completed project will look like with realistic 3D renderings

"The key to SoftPlan is usability"

"SoftPlan helps home builders in a lot of different areas. Having the ability to show clients the design in 3D is crucial as many home buyers know what they want in terms of products but have a hard time expressing the design and functionality of the house. And from a warranty perspective: by having the working drawings of every home, if there's a product liability issue, you can easily reference these drawings.

The key to SoftPlan is usability. Everything is very simple and the program allows you to continue to build on that.

For the smaller homebuilder, you'll have better control knowing how a home's being built. You'll be able to keep overhead down, whether you're building yourself or working with a framer, and you'll have a clear understanding of how it's coming together. In short, I really believe builders should be using this software. It's a tool that's cheaper than a new truck and much more functional."

*Jim Irvine
Past President of NAHB
Founder of The Conifer Group
Portland, OR*



When you design a floor plan, SoftPlan is modeling what you've drawn and automatically creating elevations, sections, framing diagrams, cost estimate reports and the materials list.

whether you want to generate instant sections and elevations, or benefit from automatic framing, opening, and electrical schedules, SoftPlan allows you to create construction documents with absolute accuracy in a fraction of the time you could do so by hand.

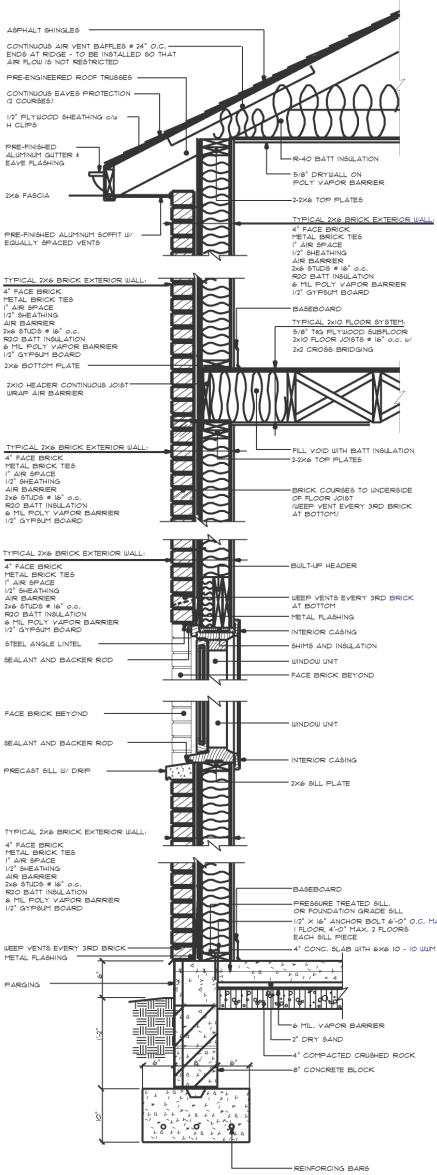
With other CAD programs you draw lines to represent a wall. With SoftPlan you draw a wall because you're building a wall. SoftPlan drawings are drawn with familiar objects: roofs, windows, floor joists and everything else you need.

These smart objects are designed to echo their real world equivalents. When a window is drawn, the shutters, trim, header and jack studs are automatically added and the rough opening is framed with the correct dimensions.

As all of this information is added, SoftPlan is assembling a highly detailed digital model which is used to author many different types of construction documents.

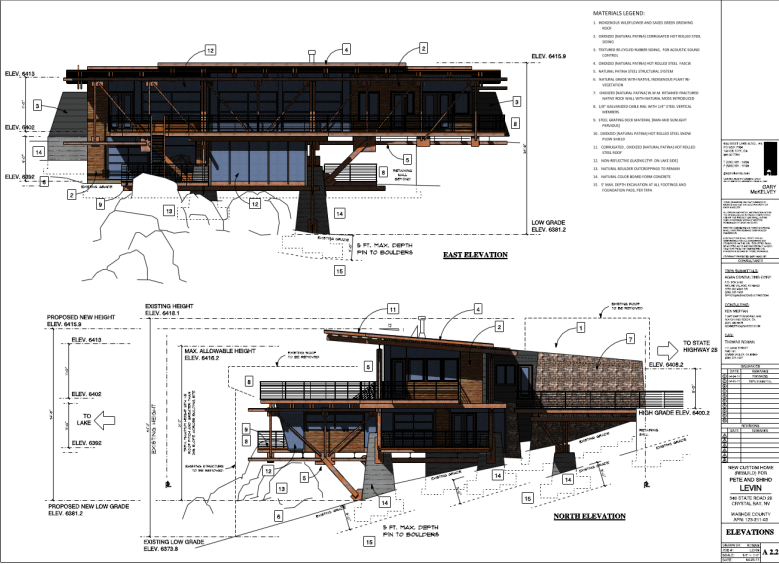
This automation enhances your productivity by reducing the repetitive tasks of hand drawing and conventional CAD packages.

Since drawings are easily customized with fully editable objects, switching to SoftPlan will not change the signature look of your plans.



WALL SECTION DETAIL
SCALE: 1" = 1'-0"

Ken Meffan, Architect | Thomas Roman Architecture



Automation

Proper construction documents demand detail and accuracy. SoftPlan’s automation tools ensure that nothing is left out of the plan. Everything from wall panel diagrams to floor and roof framing are generated with a click of the mouse.

Customization

Automation is a huge time saver but there are times when modifications are required. Whether it’s adding symbols, creating a specialized wall type, automatically adding a roof or creating a completely custom one, SoftPlan provides the ability to achieve any regional design.

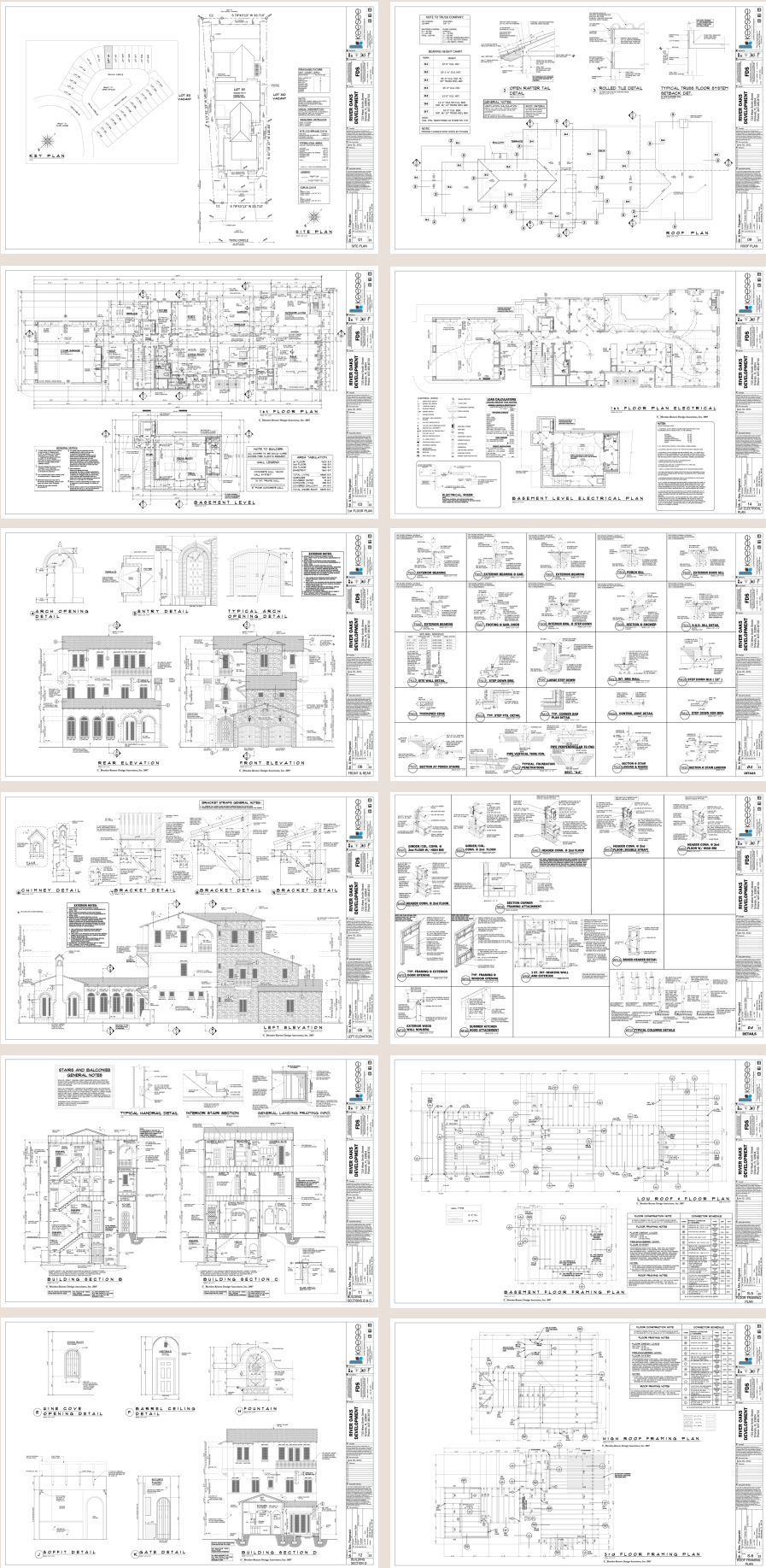
Integration

Drawings can be imported and exported via AutoCAD’s DWG format. We’ve created a “round trip” function that allows a SoftPlan drawing to be sent out for modification, e.g., to an engineer, and then imported back. The information added by the engineer can be imported separately from the original SoftPlan drawings.

Drawing Types:

- Floor Plans
- Elevations
- Cross Sections
- Roof Plans
- Roof Framing
- Wall Framing
- Floor Framing
- Electrical Plans
- Site Plans
- Details

Keesee and Associates, Inc.



SoftPlan



Quality 3D Renderings

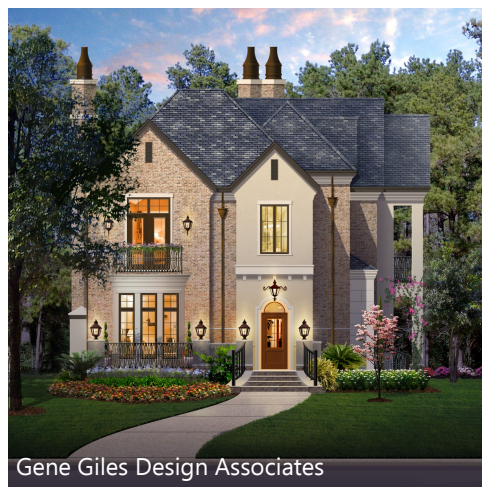
In today's competitive building industry, professional looking 3D renderings are indispensable design and sales tools. Bring your 3D to life using SoftPlan's advanced shadows, reflections, sun studies, and photorealistic graphics.

Immediate Design Feedback

Use the 3D model to create a more aesthetically pleasing and structurally sound design. Draw in the context of your 3D model and see the real world implications of your creative choices.

Engage Clients

Create immersive interior and exterior 3D images. SoftPlan's advanced 3D capabilities give you the ability to work with clients to tailor the home to their unique needs.





3D renderings are quick and easy to create with SoftPlan. The resulting images are professional and accurate, helping you to improve customer relations and increase home sales.

Sell Your Design

Clients expect to see 3D images but you can go a step further and provide a virtual tour using real-time flythroughs and advanced camera controls.

Faster Results

Create a 3D rendering in significantly less time than you could using any other program on the market.

Brand Name Content

Draw with quality manufacturers' content including:

- Andersen®
- Benjamin Moore®
- Corian®
- Formica®
- GE®
- Kohler®
- Loewen®
- Marvin®
- Merillat®
- Pella®
- Sherwin Williams®
- Viking®
- Weather Shield®
- Wolf®
- Sub-Zero®
- Wellborn®
- And more...

Stylized Renderings

Create hand sketched, watercolor, and other artistic rendering styles to create early-stage visualizations for clients.

Stylized images are easy to create without getting bogged down in minute design details.

Captivate clients by showing 3D early in the design process.



Thousands of Symbols/Textures

SoftPlan contains thousands of 3D symbols and textures. If you cannot find the symbol you want from the extensive list offered by SoftPlan, you can import Google SketchUp®, AutoCAD®, and many other 3D file types. Personalize any drawing by downloading digital photographs. Then add stone, brick, and other textures imported from your manufacturers' websites.

"More professional, more realistic presentations"

We wanted to make more professional, more realistic presentations, so we began investigating the wide variety of CAD software programs for remodelers and builders.

We chose SoftPlan because it looked like a system that we could integrate into our daily activities without months of training. We were right; within days, we were able to print floor plans and elevations of room additions.

*Gregory Geisler of R.A. Kalfas
Home Improvement, Inc.
Strongsville, OH*

SoftList

Ease of use, completeness, and unsurpassed accuracy are the leading factors why people choose SoftPlan over other brands of material estimators.

SoftList will help you gain better design management, improve cost control, and increase profits.

Automation

SoftList gives you the ability to calculate materials by using the completed floorplan to estimate the amount of materials needed. A couple clicks of the mouse yields a detailed report for your own use, listing items like mark -up, labor, and waste. You can also create a summary for your client.

Pricing

Pricing can be imported into SoftList, entered manually, or linked to external databases.

SoftList can communicate with any ODBC compliant data source, allowing SoftList to automatically keep prices up to date.

Precision

You can use SoftList to give your clients the most accurate bid possible. Then create a cutlist report to ensure minimal waste. Eliminate overbuying and setbacks caused by running out of materials. SoftList's accuracy saves you and your client time and money and helps you maintain the good reputation that you've worked so hard to achieve.

Customization

SoftList gives you the flexibility you need to meet the needs of even your largest clients. Assign hard costs, waste factors, mark-ups, labor rates, change how a material is counted, and add new materials. Keep track of up to three different price quotes per material and link costs to outside data sources. Everything down to the report style can be edited in order to specify information such as column headings, materials listed, and totals calculated for a report.

The screenshot shows the 'Material Setup : Group Wall' dialog box. It contains various fields and options for configuring material calculations. Key sections include:

- Material Name:** Concrete Footing
- Include:** Yes
- Units:** cu yd
- Part:** (empty)
- Wall Part:** Wall
- Load:** Bearing
- Length:** Center
- Only calculate material if Wall:** ☒ Has Footing, ☐ Is Exterior, ☐ Is Interior
- Calculate Material For Walls Containing Materials:** Select (Block A, Block B, Concrete A, Concrete B, Concrete/Block)
- Has Profile:** ☐ Has Profile, Material Profile: None
- Selection Limits:** (empty fields)
- Calculation Method:** ☒ List Format, ☐ Lumber Format, ☐ Custom Formula, ☐ Accumulate
- Select Material:** Prev, Next
- Print, View Formula, Notes, Accounting** buttons
- OK, Cancel** buttons

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reView



SoftPlan reView: The Ultimate Communication Tool

SoftPlan reView is a great tool for communicating with customers, tradesmen, and your own staff. Anyone can open your floor plans using the free SoftPlan reView 2D and 3D file viewer, and make comments directly on the drawing using typical markup tools such as redline, dimensions, and notes.

Use reView on any personal computer or pocket PC to create punch lists, or place service symbols to indicate the location of electrical outlets, phones, TV jacks, and more.

Not only can you exchange your floor plans, you can also send your clients the 3D model so that they can take a virtual tour at their leisure.

Clients can still have input into the design of their home without the need for numerous scheduled appointments.



SoftTalk



SoftTalk Voice Activation: Productivity Enhancement Module

Now you can talk your way from concept to completed drawing. SoftTalk uses advanced voice recognition technology to make SoftPlan's powerful commands even more accessible.

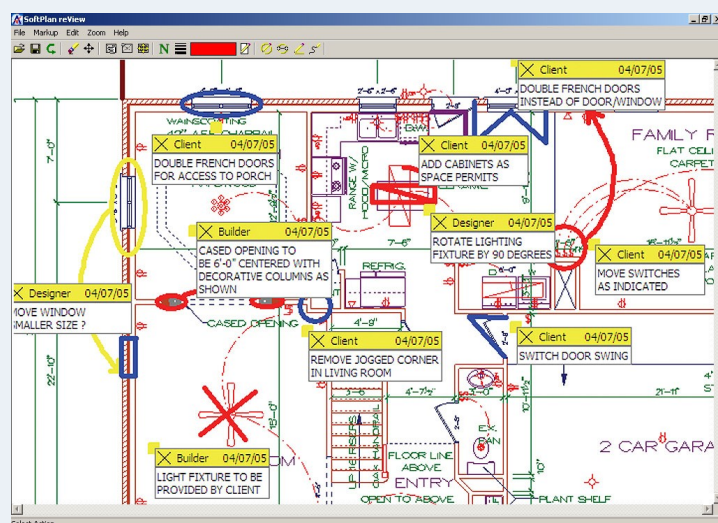
The SoftTalk technology is so advanced that SoftPlan is the only CAD program that offers it. Unlike traditional voice recognition, SoftTalk deals only with specific terms and phrases.

The result? Unsurpassed accuracy in voice recognition.

Draw Twice as Fast

SoftTalk will feel natural in no time at all, and you can't help but recognize the productivity enhancements. Ask for an object and immediately draw it. To draw a 2x6 brick wall, say, "2x6 brick", and you are ready to draw.

With no need to navigate through menus and lists, SoftTalk gives you the ultimate shortcut tool. Some of our customers have claimed that using SoftTalk has cut their drawing time by up to 50% and given them the ability to focus more on the design.





SoftPlan+ is a subscription-based facility that enriches the design process by providing the user with a suite of cloud services and up-to-date knowledge of everything SoftPlan has to offer.

Take advantage of enhanced technical support, access to exclusive content, the complete training library, and the SoftPlan+ online cloud drive that makes sharing your projects across multiple locations easier.



3D kitchen on an iPad



- + cloud sharing:
access your projects from any SoftPlan system
- + enhanced technical support:
toll free number & command and control support
- + online training content:
access to entire training library online
- + iOS review:
2D & 3D drawings and models on iPad & iPhone
- + premium content:
enhanced libraries including additional manufacturers

Customer Interaction

SoftPlan+ provides an entirely new level of customer interaction that facilitates communication so that the customer is always up to date. This efficient system of interaction gives the customer the ability to view your designs in 2D plans and 3D models, from a PC or an iOS device of their choice, and to supply input in a collaborative process unique to SoftPlan.

Manufacturers' Libraries Include:



2D floor plan on an iPhone

By purchasing the SoftPlan program, a SoftPlan+ cloud services subscription is included at no additional cost up until the time of the next SoftPlan release.



SoftPlan architectural design software has inspired students in hundreds of schools worldwide. For secondary schools to technical colleges and four-year universities, SoftPlan offers teachers and students the same powerful tools that have made it the premier choice of professionals for over two decades.

Keep Your Classes Current and Your Classroom Full

SoftPlan is so intuitive that students can start designing on the first day of class. Students will be able to create floor plans, elevations, cross sections, materials lists, and a 3D model. This model serves as a teaching tool and can be directly modified to better understand the real-world implications of design choices. Students will gain technical proficiency by designing in 3D and experimenting with 3D modeling and animation.

"SoftPlan is so user friendly ..."

"As a teacher I want to engage my students as quickly as possible. With SoftPlan, my students are actually drawing floor plans their first day in class. SoftPlan is so user friendly that the students don't get bogged down learning hundreds of commands. As their instructor, I can spend my time teaching the subject of architecture rather than a software system."

Tim Williams - Show Low High School

Prepare Students on the Industry Leading Tool

Employers know the SoftPlan brand. They are always impressed with prospective employees who know the terms and tools used in the building industry.

Help Your Students Get Ahead

Students who use SoftPlan win local, regional and national design competitions. Judges are amazed at the professional drawings created by students using SoftPlan. These competitions allow students to showcase their design talent and pave the way to rewarding career opportunities.

Products and Pricing

SoftPlan is proud to play a role in the education of the next generation of building professionals. SoftPlan offers educational products at a significant discount for the classroom.

Contact a sales representative for information and ask about the board or district-wide pricing option.

Educational Curriculum

As part of our continued commitment to education, SoftPlan has developed a secondary level curriculum for architectural drafting.

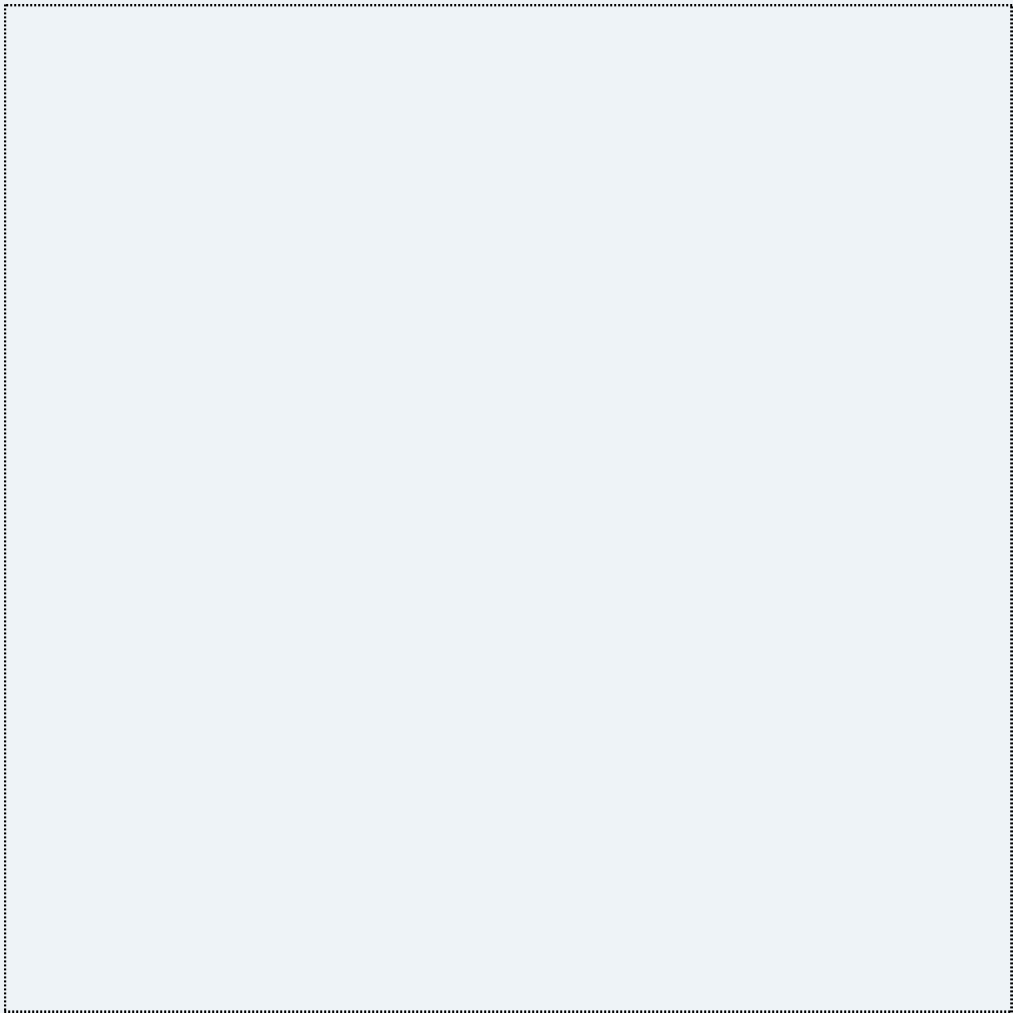
The curriculum contains seven units and is designed for 135-180 hours of instruction. From the foundation to the roof plan, this curriculum covers the basics of residential design and accepted building practices. Units outline relevant themes for each topic as part of standard educational requirements.

The curriculum provides pre-written problem statements and assignments.

This resource is FREE to all SoftPlan educational instructors.

Most People That See SoftPlan, Buy SoftPlan

Two out of three people who view SoftPlan are so impressed with the program that they purchase the software. Take a few moments to go through the enclosed guided tour and then take SoftPlan for a spin with the included trial. If you have questions or wish to arrange a live or online demonstration, call one of our knowledgeable sales representatives. We're so confident that you'll be happy with SoftPlan that we offer a 30-day, money-back guarantee.



Pricing

SoftPlan	\$2585	or	12 payments of \$235
SoftPlan with SoftList	\$3185	or	12 payments of \$285
SoftPlan with SoftList and reView	\$3385	or	12 payments of \$300
add SoftTalk at the time of original purchase for \$200			

For more information on additional seat discounts and network pricing, please contact SoftPlan sales.
Payment plan only available in the US & Canada and must be paid by credit card.

Training Opportunities

SoftPlan offers many training options including online training, interactive training DVDs, one-on-one online training, and an outstanding SoftPlan user group. Please see our website for details.

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