

The Plan Collection Launches Personalized House Plan Search

STAMFORD, CT– (August 20, 2012) –The Plan Collection (TPC), the leading online house plan provider, announced its *Personalized House Plan Search* application. By asking seven questions and analyzing a consumer’s tastes in such items as cars, food and clothing, TPC can deliver customized house plan results.

Seven questions begins with a question about which vehicle appeals the most, showing three styles of cars – a truck, an SUV and a sports car. Then question two asks which meal you would enjoy most -- pasta, a hamburger or sushi? Next, users are asked to identify the family which best matches their own family, and also which of three photos of neighborhood settings best describes where they want to build? Next, they are asked which home style photos best matches their preferences. Finally they are asked which photo of three best represents their personalities for a romantic evening out, with choices ranging from casual to formal.

After a user’s answers are analyzed in its house plan search algorithm, TPC delivers personalized results based on their answers to these questions, making searching for the appropriate [house plans](#) that match a customer’s tastes easier.

One customer found the ideal match stating, “I was really skeptical at first, but my husband and I found a bunch of plans that we never found before – and we fell in love with one of them. It has the [traditional style house plan](#) I was looking for but also an open floor plan along with high ceilings and walls of windows. We think it’s great for entertaining and modern living.”

This is the first version of The Personalized House Plan Search application from TPC after being in beta testing for the past two months. The company continues to refine the house plan search algorithm and results based upon user feedback, house plan trends, and conversion data.

About The Plan Collection (www.theplancollection.com)

The Plan Collection is driven by the simple idea that great house design should be affordable and readily accessible to everyone. The company provides homeowners, prospective homeowners and builders with more than 20,000 house plans selected from the nation’s leading designers and architects along with tens of thousands of instructional images and inspirational photos.

From the days of printed house plan books to PCs, the Internet, social media, and now tablets – [The Plan Collection \(TPC\)](#) and its founders have been dedicated to providing users with a better, more convenient and more valuable home building experience. Customers enjoy the benefits of a broad selection of high quality home plans and detailed how-to information, an easy-to-search site and knowledgeable customer service. TPC understands what homeowners are looking for, and delivers better search results to its users. As a result, thousands of houses have been built at a lower cost using pre-drawn house plans that meet homeowners’ specific needs and desires.

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