

How To Create Price Widgets in CINC Lead Generation Website?



Price Widgets in Real Estate are simply **small Paragraphs** or **Stacks of Links**, that take a local City, Zip Code, and at times County, and give access to the various **Homes for Sale** at different **levels** of the Market. These Price Widgets are then shared in various ways by being embedded in Profile Bios, **Blog Posts**, Emails, and even Monthly email Newsletters. In this video I will focus on **URL Landing Pages** and use CINC as an example Platform.
[#8WeekSuccess](#) [#KeyProspecting](#)

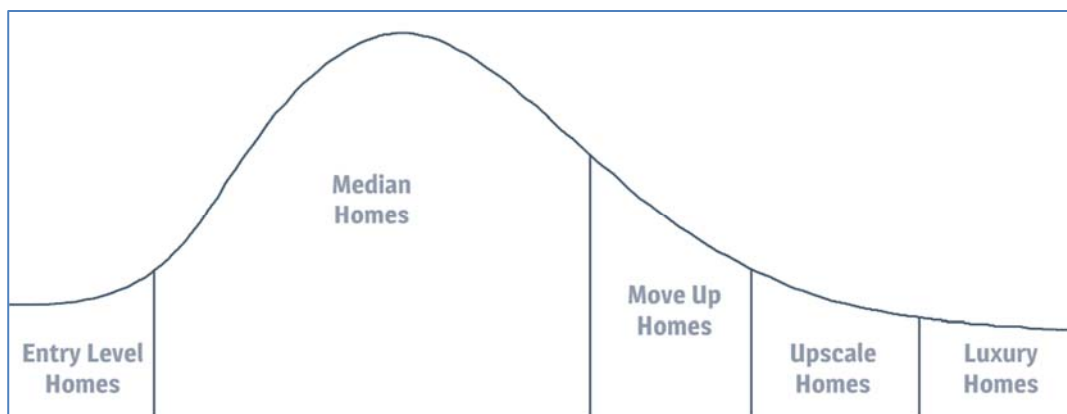
► Handout - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession of the attached Handout** with a **Pen/Pencil** to take **Good Notes**.
- There are **blanks** you'll need to fill in - the text on the screen "**Red and Bold**" is what you are supposed to fill in.
- Please **be attentive** and **focused** - Trust in yourself and your ability to learn. The Notes you take during the Workshop are as important as the Handout I give you.

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► Price Widgets

- Price Widgets** are paragraphs that _____ a City, County, and/or major location into its primary _____.
- Every Major Market Location is **not** Homogeneous, it is made up of different strata of _____, such as: Entry Level Homes, Median Homes, Move-Up Homes, Upscale Homes, Luxury Homes, and at times Million Dollar Homes.
- Every client you interact with _____ where they belong...
- Once you create Price Widgets you can use them in any electronic format like _____, **Emails**, and even **Email Newsletters**.



► Let's Create a Price Widget

Example of a _____ by _____ for a Local Town:

The Current **Median Home Price** in [Bay Shore](#), Long Island is **\$420,000**.
Here are all the Current Active Homes for Sale: [Entry Level Homes](#), [Median Homes](#), [Move Up Homes](#), [Upscale Homes](#), [Luxury Homes](#), [Million Dollar Homes](#), and [Land](#) for Sale.

Notice that it is simply a **paragraph** with _____ to each Strata of Homes and depends on _____ which you need to Look Up.

► Price Widgets in \$ Increments

Another **Type Price Widgets** are paragraphs that _____ a City, County, and/or major location into segments in tiers of _____.

The Current **Median Home Price** in [Bay Shore](#), Long Island is **\$420,000**.
Here are all the Current Active Homes for Sale in Price Brackets: [Under \\$300K](#), [\\$300K to \\$400K](#), [\\$400K to \\$500K](#), [\\$500K to \\$600K](#), [\\$600K to \\$800K](#), [\\$800K to \\$1M](#), [Over \\$1M](#).

A little of **Searching** and the **Median Home Price** will guide you to the proper \$ Increment Slicing.

► Stacked Links

Another **Type Price Widgets** are Stacked Links that **slice up** a City, County, and/or major location into segments in tiers of _____.

[Bay Shore](#), Long Island:

[Under \\$300,000](#)

[\\$300,000 to \\$400,000](#)

[\\$400,000 to \\$500,000](#)

[\\$500,000 to \\$600,000](#)

[\\$600,000 to \\$800,000](#)

[\\$800,000 to \\$1,000,000](#)

[Over \\$1,000,000](#)

► **What we need**

- We Need to _____ a Location, Town, City, County, and or Zip Code.
- We need to Lookup the _____ **Home Price** for that location.
- Then we need to _____ it into Local Pricing Forces.
- and then for each one we will _____ in our Website for the properties that match those Criteria and get the _____.

► **Let's Look at Bay Shore**

- Since the **Median Home Price** in **Bay Shore** is **\$420,000** then the _____ Level Homes are _____.
- The _____ range is between **\$325K and \$500K**. The _____ Market is **\$500K to \$650K**; the _____ Market between **\$650K to \$800K**; The _____ Market between **\$800K to \$1M**, and the _____ Market is for over \$1M.
- Then for each of these slices I create a _____ and link them in my paragraph – That's all. **Strategy and Patience**; let's do it together...

► **Let's do it together**

- I am going to play the role of **Jacqueline Torres**; she is with **EXIT Realty Achieve**.
- Jacqueline has a Website with CINC, a **Lead Generation Website** – therefore Landing Pages are _____ – her subdomain is: <https://jacqueline.longislandhomeviewer.com/>
- and I am going to create **all 3 Widgets** in two different Word Processors, **Microsoft Word** and **Google Docs**.

► **I am Sharing with you my Detailed Notes, so you can see How I proceed:**

Before we create Price Widgets, we need to Look up the Median Price of Homes Sold in Bay Shore Long Island in the last 6 months. It is **\$420,000**.

We first write the Paragraph, something like this:

The Current **Median Home Price** in **Bay Shore**, Long Island is **\$420,000**. Here are all the Current Active Homes for Sale: Entry Level Homes, Median Homes, Move-Up Homes, Upscale Homes, Luxury Homes, Million Dollar Homes, and Land for Sale.

Then we look up the Landing Pages and link them to each Category – in this case:

All of Bay Shore Current Homes for Sale: Total active 226 Homes

Entry Level Homes: under \$325K = 40

Median Homes: \$325K to \$500K = 132

Move Up Homes: \$500K to \$650K = 33

Upscale Homes: \$650K to \$800K = 8

Luxury Homes: \$800K to \$1M = 8

Million Dollar Homes: Over \$1M = 7

Price Widget by Type for **Bay Shore**, Long Island, NY:

The Current **Median Home Price** in [Bay Shore](#), Long Island is **\$420,000**. Here are all the Current Active Homes for Sale: [Entry Level Homes](#), [Median Homes](#), [Move Up Homes](#), [Upscale Homes](#), [Luxury Homes](#), [Million Dollar Homes](#), and [Land](#) for Sale.

The Price Paragraph Widget by Dollar Increments is quite simple:

We first write the Paragraph, something like this:

The Current **Median Home Price** in **Bay Shore**, Long Island is **\$420,000**. Here are all the Current Active Homes for Sale in Price Brackets: Under \$300K, \$300K to \$400K, \$400K to \$500K, \$500K to \$600K, \$600K to \$800K, \$800K to \$1M, and Over \$1M.

Then we add the links to the appropriate Landing Pages:

Price Bracket Widget by Dollar Increments, in **Bay Shore**, Long Island, NY:

The Current **Median Home Price** in [Bay Shore](#), Long Island is **\$420,000**. Here are all the Current Active Homes for Sale in Price Brackets: [Under \\$300K](#), [\\$300K to \\$400K](#), [\\$400K to \\$500K](#), [\\$500K to \\$600K](#), [\\$600K to \\$800K](#), [\\$800K to \\$1M](#), [Over \\$1M](#).

The Price Stacked Links Widget by Dollar Increments is pretty Much the same:

We first write the Stacked Paragraph, something like this:

Bay Shore, Long Island:

Under \$300,000

\$300,000 to \$400,000

\$400,000 to \$500,000

\$500,000 to \$600,000

\$600,000 to \$800,000

\$800,000 to \$1,000,000

Over \$1,000,000

Then we add the links to the appropriate Landing Pages:

Price Stacked Links Widget by Dollar Increments, in **Bay Shore**, Long Island, NY:

[Bay Shore](#), Long Island:

[Under \\$300,000](#)

[\\$300,000 to \\$400,000](#)

[\\$400,000 to \\$500,000](#)

[\\$500,000 to \\$600,000](#)

[\\$600,000 to \\$800,000](#)

[\\$800,000 to \\$1,000,000](#)

[Over \\$1,000,000](#)

▶▶▶ Widget Assignment

- Your turn now to create 3 similar **Price Widgets** if you have a Lead generation Website like kvCORE, BoomTown, Market Leader, CINC, Chime, etc.
- It's important you **embark on making Landing Pages** as quickly as possible - **they aren't difficult.**
- Share and discuss** your widgets with your **Success Partners.**

▶ **Big Picture** - *Reflect on this Key Idea:*

- “Your _____ is NOT in your Ability to Access the Multiple Listing Service; _____ is extracting **Good Thoughtful Local Statistics** and sharing them _____ Manipulation nor Obfuscation. You are a **Real Estate A _____ NOT a Sales Manipulator!**”**



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