

# How To Create Price Widgets with Lead Generation Websites?



**Price Widgets** in Real Estate are simply **small Paragraphs** that take a local market and disseminate 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** which are created in Lead Generation Websites. **#8WeekSuccess**

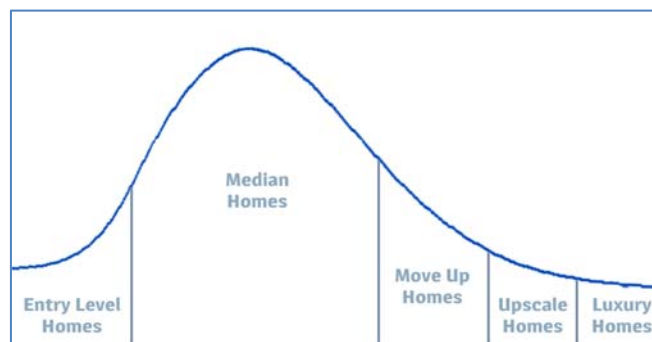
## ► Handouts - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession** of **today's 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 engaged, interact, ask questions** - and trust yourself and your ability to learn. The Notes you take during the Workshop are more important than any Handout I give you. **Consider getting a 2-inch Binder + Tabs.**

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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 [Littleton](#), Colorado is **\$485,000**. Here are all the Current Active Homes for Sale: [Entry Level Homes](#), [Median Homes](#), [Move-Up Homes](#), [Upscale Homes](#), [Luxury Homes](#), and [Land](#) for Sale.

Notice that it is simply a **paragraph** with \_\_\_\_\_ to each type of Property and depends on \_\_\_\_\_ which I showed you how to calculate and/or Lookup.

### ► 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 [Littleton](#), Colorado is **\$485,000**. Here are all the Current Active Homes for Sale: [Under \\$300K](#), [\\$300K to \\$400K](#), [\\$400K to \\$500K](#), [\\$500K to \\$600K](#), [\\$600K to \\$700K](#), [\\$700K to \\$900K](#), and [over \\$900K](#).

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

### ► What we need

We Need to \_\_\_\_\_ a Location, Town, City, County, and or Zip Code;

We need to Lookup the \_\_\_\_\_ 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 Littleton, CO

Since the **Median Home Price** in **Littleton CO** is **\$485,000** then the \_\_\_\_\_ Level Homes are \_\_\_\_\_;

The \_\_\_\_\_ range is between **\$350K and \$550K**. The \_\_\_\_\_ Market is **\$550K to \$700K**; the \_\_\_\_\_ Market between **\$700K to \$850K**; The \_\_\_\_\_ is over **\$850K**.

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 **Kristen Spagnoletti**; She is in the Denver Market;
- Kristen has a Website with kvCORE, a **Lead Generation Website** – therefore Landing Pages are \_\_\_\_\_ – her subdomain is: <https://kristen.denverhomesearchnow.com>
- and I am going to create **both Widgets** in two different Word Processors, **Microsoft Word** and **Google Docs**.

### ▶▶▶ Widget Assignment

- Your turn now to create 2 similar \_\_\_\_\_ if you have a Lead generation Website like kvCORE, BoomTown, Market Leader, CINC, Chime, etc.
- It is important that you **embark** on \_\_\_\_\_ as quickly as possible - **they aren’t hard**;
- \_\_\_\_\_ 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** \_\_\_\_\_ **NOT** a Sales Manipulator!”

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