

# How-To Create Price Widgets at the local Level (in Wordpress)



The easier we make it for our Web visitors to find the homes they want to browse before they make a buying or selling decision **the stickier** the website. Price widgets at the local level help with the most important aspect of search – **Price**; every Real Estate Buyer has a price range in mind, and giving them links to Home Prices sliced by price help them focus on their needs. Let's learn how to create such **price widgets** and how to link them properly. (*Wordpress connected to Lead Generation*)

## ► Handouts – Please Silence your Phone

- Some of You will **benefit** by printing the short **Handout** that is attached to this Training class and follow along;
- There are **blanks** that you will need to fill in – the text that appears on the screen **“Red and Bold”** is what you are supposed to transcribe;
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The **Notes** you take are more important than the Handout I give you;

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## ► Big Picture - Reflect on this quote by Earl Nightingale:

"Don't let **the fear** of the time it will take to accomplish something stand in the way of your doing it. *The time will pass anyway*; we might just as well put that passing time to \_\_\_\_\_ **possible use.**"

## ► Defining Price Widgets

A **Price Widget** a \_\_\_\_\_ divided neatly in \$100K increments in order to facilitate finding the starting point of the **search process** for would-be buyers or sellers;

- There are usually \_\_\_\_\_ (rarely more than 10) and looks like this:
  - under \$100,000
  - \$100,000 - \$200,000
  - \$200,000 - \$300,000
  - \$300,000 - \$400,000
  - \$400,000 - \$500,000
  - \$500,000 - \$700,000
  - over \$700,000

## ► What you Need to know

- Before you rush and start creating these links you must know the \_\_\_\_\_ **Price** of the location you are going to slice into thoughtful links;
- The **Median Price** is the price around which **half of the homes** \_\_\_\_\_, and **the other half sell** \_\_\_\_\_, over a significant period (6 mo, 1year)

### ► Example 1

- Say you are going to slice **Lexington SC**, and the Median Home Price **\$178,000** – then the links will probably line up like this:

under \$100,000  
\$100,000 - \$200,000  
\$200,000 - \$300,000  
\$300,000 - \$400,000  
\$400,000 - \$500,000  
\$500,000 - \$700,000  
over \$700,000

### ► Example 2

- Say you are going to slice **Altoona PA**, and the Median Home Price **\$73,000** – then the links will probably look like this:

under \$50,000  
\$50,000 - \$100,000  
\$100,000 - \$150,000  
\$150,000 - \$200,000  
\$200,000 - \$300,000  
\$300,000 - \$500,000  
over \$500,000

### ► Example 3

- Say you are going to slice **Oxnard CA**, and the Median Home Price **\$475,000** – then the links will probably look like this:

- under \$400,000
- \$400,000 - \$500,000
- \$500,000 - \$600,000
- \$600,000 - \$700,000
- \$700,000 - \$800,000
- \$800,000 - \$1,000,000
- over \$1,000,000

**► Let's Run an Example**

- In this example I will use an Agent who has developed a **Wordpress Website** that she has tied to her Lead Generation Website;
- The Lead Generation Website can be Boomtown, Kunversion, Market Leader, Broker Agent 360, etc...
- I will build a widget both in a **Word Document**, and for those who do not have it in **HTMLEditor.in** – then take them to Wordpress and place them on the side.

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Thank You,  
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