



For Immediate Release – September 7, 2006

CustomCalcs™ Makes Home Buyers Think of You

Make home buyers think of you with a personally branded real estate software designed to promote you.

Putting your name, graphics and brand on a custom calculator turns a popular real estate and financial software product into a great promotional tool for you. Home Buyer's Calculator Suite is a Windows®-based collection of financial calculators designed to assist home buyers with the financial considerations related to purchasing a new home.

Market yourself in an impressive and memorable way by giving away your fully branded mortgage calculator. It's a remarkably useful tool for home buyers and it gives you an excellent way to promote yourself. Home buyers think when they use a real estate calculator ... and when the calculator has your brand, they can't help but think about you.

How do you promote yourself with a custom calculator? By giving them away. These personalized calculators are designed to be given away for promotional purposes. They are offered as downloads from real estate and mortgage web sites, banks give them away on CD-ROMs at teller windows, real estate agents offer them on diskettes at open houses, and financial authors have included their branded software with books.

Screen shots of custom branded financial software are available at <http://www.customcalcs.com/gallery.htm>. They show how CustomCalcs' clients use their uniquely branded software to attract home buyers, build goodwill and promote their businesses. This software is an excellent promotional tool which gives you an advantage in promoting your real estate or origination business.

This custom branded real estate software clearly displays your picture, logo, graphics and contact information. The software includes links to your web site, internet services and email addresses. You can gain an edge in real estate and loan origination by promoting yourself while providing your clients a great way to play with their own numbers.

Because this custom branded software is designed to promote you, the distribution license provides broad distribution rights. The software distribution license provides for royalty free distribution to promote your business.

Learn more at <http://www.customcalcs.com/index.htm>

About CustomCalcs.com

CustomCalcs(tm) is the promotional software division of Wheatworks Software, LLC. Since 1997, Wheatworks Software, LLC has created innovative financial calculators for consumers, professionals and companies in the real estate and financial services industries.

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<http://www.customcalcs.com/index.htm>

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