

Real Estate Lead Generation Capturing Customers with Online Marketing

In Florida MORTGAGE, INC.

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To Speak With One Of
Our Experienced Loan Consultants!
1 (866) 94INFLA
944-6352

MAIN PAGE REFINANCING OPTIONS PURCHASING A HOME SPECIALTY LOANS CONTACT

Refinance

Debt Consolidation
Pay off credit cards, student loans and collections. Use the equity in your home to clean up your credit and get an interest credit on your personal tax returns.

Home Improvement
Need a new roof, air conditioning or get out of the heat by adding a pool? We have the right home improvement options for you. Use the equity in your home to get the projects that you have always wanted to do, done now.

Foreclosure / Home Saver Programs
If you are behind on your mortgage payments or are facing foreclosure and have equity available in your home, there are programs that may be available to you to save your home from foreclosure. Speak to one of our representatives today to find out if you qualify.

Reverse Mortgages
If you are 62 years of age or older, you may qualify for this FHA Insured Loan Program that could help you convert the equity in your home into a tax free source of income. The income can be given to you as monthly payment, a line of credit or a combination of the two. Call today to discuss your options with one of our Loan Specialists.

Use our 20 Mortgage calculators to calculate your payments!

Mortgage Payment Calculator STEP 1
How Much Will My Payments Be?

Mortgage Principal Calculator

Should I Refinance?

Interest-Only Calculator

Affordability Calculator

What if I Pay More Every Month?

What is The Real APR for That Loan?

Loan Information

Amount: 250,000.00 (\$) Interest Rate: 5.000 (%)

Length: 30 (Yrs)

Property Information

Home Value: 300,000.00 (\$)

Next >

Quick Contact Form
Please note that this is an application, but simply for a loan specialist to touch with you.
All fields are required.

Loan Purpose
Select One

Destination State
State Property Location

Estimated Loan Amount

Estimated Home Value

First Name

Last Name

Phone Number

Alternate Phone Number

Email Address

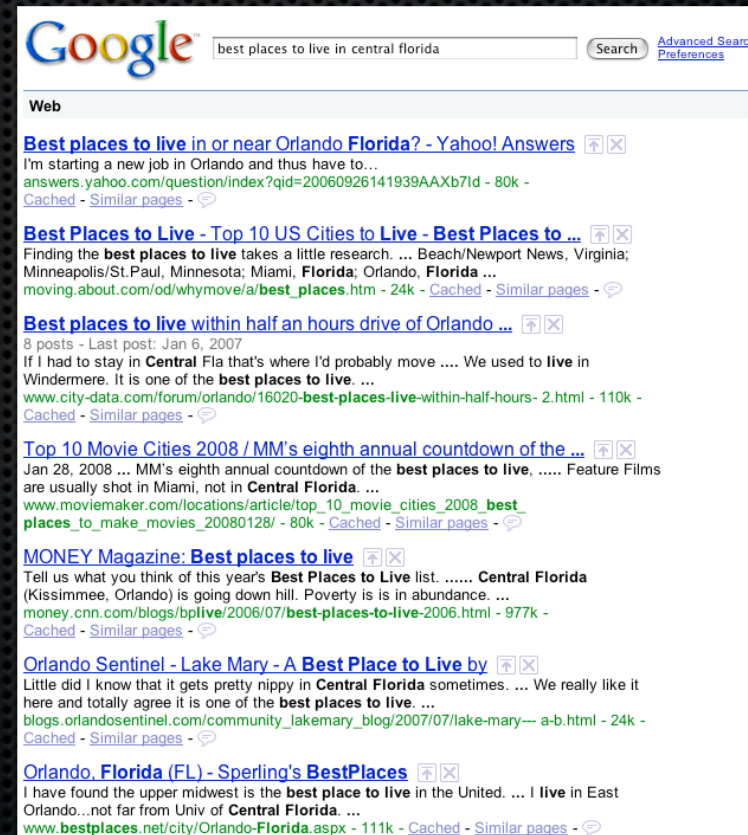
Submit

Online Lead Generation

- ✦ Boils down to a few simple principles
 - ✦ Visibility
 - ✦ Expectations
 - ✦ Satisfaction
 - ✦ Intent

Visibility: Search

- ✦ Online visibility=Search
 - ✦ Get local
 - ✦ Get a blog
 - ✦ Feed Google local content



The screenshot shows a Google search results page for the query "best places to live in central florida". The search bar at the top contains the text "best places to live in central florida" and a "Search" button. Below the search bar, the results are categorized under "Web". The first result is from Yahoo! Answers, titled "Best places to live in or near Orlando Florida?". The second result is from moving.about.com, titled "Best Places to Live - Top 10 US Cities to Live - Best Places to ...". The third result is from www.city-data.com, titled "Best places to live within half an hours drive of Orlando ...". The fourth result is from www.moviemaker.com, titled "Top 10 Movie Cities 2008 / MM's eighth annual countdown of the ...". The fifth result is from money.cnn.com, titled "MONEY Magazine: Best places to live". The sixth result is from blogs.orlandosentinel.com, titled "Orlando Sentinel - Lake Mary - A Best Place to Live by". The seventh result is from www.bestplaces.net, titled "Orlando, Florida (FL) - Sperling's BestPlaces".

Expectations: Homes, Prices, and Payments

- ✦ What do home buyers come looking for?
 - ✦ Homes
 - ✦ Prices
 - ✦ Payments
- ✦ Model the best

The screenshot shows the Zillow.com homepage with the following elements:

- Header:** Zillow.com logo with the tagline "Your Edge in Real Estate".
- Navigation:** "Advice", "Professionals", "Local Info", "More", and "My Zillow" buttons.
- Search Bar:** A search input field with placeholder text "Address, Neighborhood, or City" and a "GO" button. Below it, example addresses are listed: "701 Pike St, Seattle, WA", "Nob Hill, San Francisco", and "Boston, MA".
- Market Summary:** Statistics for the current market: 2,888,883 homes, 36,682 For Sale By Owner, 139,099 Make Me Move, and 2,421,399 Recently Sold.
- Property Listings:** Two featured listings for 25583 Farmbrook Rd, Southfield, MI. The first is "For Sale" at \$152,000 (3 bd, 3.0 ba, 1,458 sqft). The second is "For Sale" at \$47,000 (2 bd, 2.0 ba, 1,332 sqft).
- What Zillow Offers:** A section with links for Home Buyers, Home Sellers, Homeowners, and Professionals.
- Featured Rates:** A table showing mortgage rates for a \$300,000 amount. The table includes columns for APR, Points, Rate, Fees, and Date. Two rates are shown: one from ING Direct (4.93% APR, 0.0/0.0 points, \$5,000 fee) and one from Absolute Mortgage Company (4.42% APR, 0.0/0.0 points, \$1,999 fee).
- What's New in Real Estate:** A section titled "Million-Dollar Question" with a Q&A format about home values increasing again.

Expectations

- ✦ Let me show you the difference between online lead generation, and...

The screenshot displays the Zillow.com homepage with the following elements:

- Header:** Zillow.com logo with the tagline "Your Edge in Real Estate".
- Navigation:** Buttons for "Advice", "Professionals", "Local Info", "More", and "My Zillow".
- Search Bar:** A search input field with placeholder text "Address, Neighborhood, or City" and a "GO" button. Below it, example addresses are listed: "701 Pike St, Seattle, WA" or "Nob Hill, San Francisco" or "Boston, MA".
- Market Statistics:** A row of statistics: "2,888,883" (with a house icon), "For Sale By Owner: 36,682" (with a house icon), "Make Me Move: 139,099" (with a house icon), and "Recently Sold: 2,421,399" (with a house icon).
- Property Listings:** Two featured listings for properties at 25583 Farmbrook Rd. and 25545 Farmbrook Rd. in Southfield, MI. Each listing includes a photo, a "For Sale" price, and basic details like bedrooms, bathrooms, and square footage.
- What Zillow Offers:** A section with links for "Home Buyers", "Home Sellers", "Homeowners", and "Professionals".
- Featured Rates:** A table showing mortgage rates for a \$300,000 loan. The table includes columns for APR, Points, Rate, Fees, and Date.
- What's New in Real Estate:** A section titled "Million-Dollar Question" with a question about home values increasing again and a link to "Zillow Advice".

APR	Points	Rate	Fees	Date
4.93	0.0/0.0	5.000	\$0	01/23
4.42	0.0/0.0	4.250	\$1,999	01/26

Expectations

✦ ...What am I doing here?

The screenshot shows the Amerivest Realty website. The header features the Amerivest Realty logo and the text "Real Estate News". The main content area is divided into two columns. The left column contains navigation links such as "Explore Naples", "Google Our Naples Sites", "Blog Archive", and "Subscribe To". The right column displays a news article titled "Treviso Bay tees up to host its first ACE Group Classic" dated January 24, 2009. The article text discusses the opening of the TPC Treviso Bay golf course and mentions past champions. Below the article, there is a "Search" box and a "Labels" section. The bottom of the page includes a "TownIt.com: Naples, Florida" section with links to local businesses like "Scuba Outfitters of Naples" and "The Turtle Club Restaurant".

AMERIVEST Realty Real Estate News

Explore Naples
Naples Florida Real Estate For Sale
Naples Agents
Real Estate Franchise
Real Estate Directory
Career with Amerivest Realty
Blog Access/Guidelines

Google Our Naples Sites
Google Custom Search [Search]

Blog Archive
▼ 2009 (8)
▼ January (8)
Treviso Bay tees up to host its first ACE Group Cl...
December home sales increase in Naples, Fort Myers...
House Bill Aims to Stabilize Housing, Addresses Fo...
ULI Winter Institute will focus on real estate dev...
Quail West clubhouse, community thrive despite dev...
Construction tops out 26 stories high on Tavira at...
High-end beachfront lots still selling in slower e...
Amerivest Realty announces December Leaders
► 2008 (127)
► 2007 (37)
► 2006 (38)
► 2005 (51)

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TownIt.com: Naples, Florida
Scuba Outfitters of Naples
The Turtle Club Restaurant - Vanderbilt Beach

Naples, Florida News By Amerivest Realty
Your Source For News and Information about Buying or Selling Real Estate in Naples.

January 24, 2009
Treviso Bay tees up to host its first ACE Group Classic

There's a lot going on at Treviso Bay, the 1,050-acre golfing community east of St. Augustine in Naples. Early last month, the community's PGA Tour TPC golf course, the only TPC to open all 18 holes for members-only play. The opening came just days after the co PGA Tour's Champions Tour ACE Group Classic hosted by Peter Jacobsen. Celebrating Florida, the ACE Group Classic is one of the most prestigious events on the PGA Tour.

TPC Treviso Bay will host its first ACE Group Classic Feb. 16-22. Eight past champions Bobby Wadkins (2007), Loren Roberts (2006), Craig Stadler (2004), Gil Morgan (1998 (1997 and 2001)) will join defending champion Scott Hoch; inaugural champion Gary (1995) will also return.

TPC Treviso Bay is the centerpiece of a community that will have approximately 1,200 completion. The 7,367-yard, par-72 course was designed by Arthur Hills, with PGA Cup Ryder Cup Captain Hal Sutton as player consultant.
Source: Florida Weekly

Search **Naples FL Treviso Bay Golf Course Homes for sale**

Posted by Larry & Mary Catherine White 0 comments [▼]

Labels: naples fl golf course real estate, treviso bay naples fl

January 19, 2009
December home sales increase in Naples, Fort Myers

In Southwest Florida, "Home for Christmas" took on a new meaning last month.

In December, home sales made with the help of a Realtor grew in the Naples and Fort Myers area. The median price for those sales continued to fall.

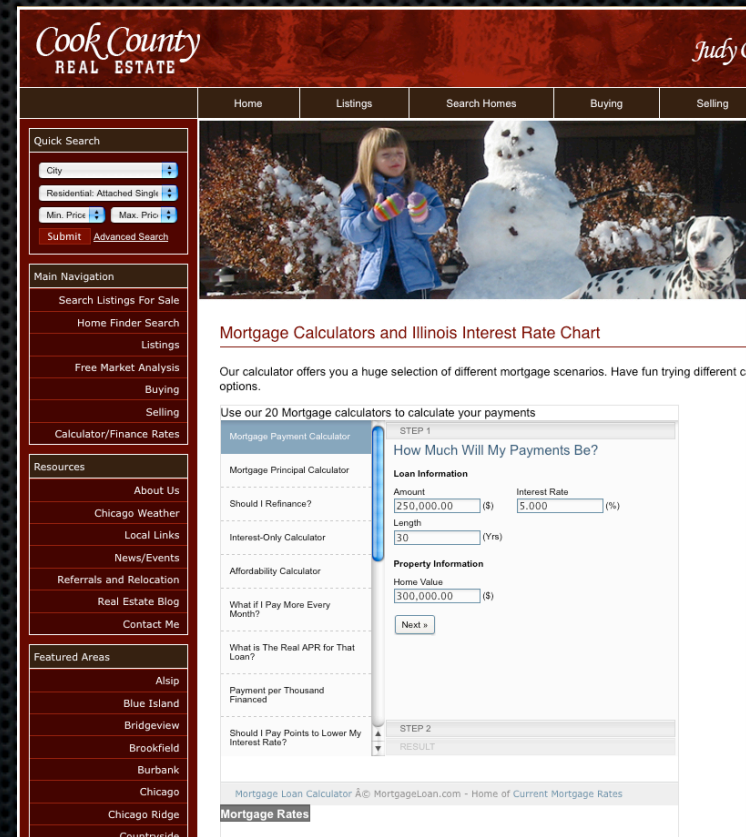
In the Naples area, there were 409 single-family and condominium sales, compared to 284 in December 2008, a 44 percent increase, according to a monthly report by the Naples Area Board of Realtors. The report reflects sales made through the SunshineMLS, or multiple listing service, in Collier County and the Gulf Islands.

Sales in the Naples area grew for the 11th straight month in December. Single-family sales were up 71 percent more than 71 percent last month.

Pending sales _ sales that have yet to close _ continued to grow in December in the

Satisfaction: Can I Do This?

- ❖ You want an online lead?
- ❖ Convince the customer of:
 - ❖ affordability
 - ❖ mortgage rate
 - ❖ mortgage payment



The screenshot displays the Cook County Real Estate website. The header includes the logo "Cook County REAL ESTATE" and the name "Judy C". A navigation menu contains links for Home, Listings, Search Homes, Buying, and Selling. Below the navigation is a "Quick Search" section with input fields for City, Residential type (set to Attached Single), Min. Price, and Max. Price, along with Submit and Advanced Search buttons. A "Main Navigation" sidebar lists options like Search Listings For Sale, Home Finder Search, Listings, Free Market Analysis, Buying, Selling, and Calculator/Finance Rates. Another sidebar under "Resources" includes About Us, Chicago Weather, Local Links, News/Events, Referrals and Relocation, Real Estate Blog, and Contact Me. A "Featured Areas" sidebar lists locations such as Alsip, Blue Island, Bridgeview, Brookfield, Burbank, Chicago, Chicago Ridge, and Countryside. The main content area features a banner image of a child and a dog in a snowy setting. Below the banner is a section titled "Mortgage Calculators and Illinois Interest Rate Chart". The text states: "Our calculator offers you a huge selection of different mortgage scenarios. Have fun trying different options." It then says "Use our 20 Mortgage calculators to calculate your payments" and shows a "Mortgage Payment Calculator" interface. The calculator is in "STEP 1" and asks "How Much Will My Payments Be?". It has input fields for "Loan Information" (Amount: 250,000.00 (\$), Interest Rate: 5.000 (%)) and "Property Information" (Home Value: 300,000.00 (\$)). There are "Next >" and "< Back" buttons. The interface also includes sections for "Mortgage Principal Calculator", "Interest-Only Calculator", "Affordability Calculator", "What if I Pay More Every Month?", "What is The Real APR for That Loan?", and "Payment per Thousand Financed". A "STEP 2" section is partially visible at the bottom.

Intent: Hit Submit

- ❖ Don't forget the telephone number!
- ❖ Don't forget the contact form!

The screenshot displays the Florida Home Loan Inc. website. At the top, there is a navigation bar with the following links: [REFINANCING OPTIONS](#), [PURCHASING A HOME](#), [SPECIALTY LOANS](#), and [CONTACT US](#). The header features the company logo on the left and a call-to-action on the right: "CALL TODAY To Speak With One Of Our Experienced Loan Consultants! 1 (866) 94INFLA 944-6352". A smiling woman wearing a headset is visible on the right side of the header.

The main content area is divided into several sections:

- Home Saver Programs:** A section titled "Home Saver Programs" with text describing options for homeowners facing foreclosure.
- Mortgage calculators to calculate your payments!** A section containing a "Calculator" tool. The calculator is titled "STEP 1 How Much Will My Payments Be?" and includes the following fields:
 - Loan Information:** Amount: (\$), Interest Rate: (%)
 - Property Information:** Home Value: (\$)

On the right side of the page, there is a "Quick Contact Form" with the following fields and instructions:

- Quick Contact Form:** Please note that this is not a full application, but simply a request for a loan specialist to get in touch with you.
- All fields are required.**
- Loan Purpose:**
- Destination State:**
- Estimated Loan Amount:**
- Estimated Home Value:**
- First Name:**
- Last Name:**
- Phone Number:**
- Alternate Phone Number:**
- Email Address:**
- Submit:**

Learn more...

Real Estate & Mortgage Marketing Tools

<http://www.mortgageloan.com/widgets/>

The screenshot displays the MortgageLoan.com website interface. At the top, the site logo and navigation menu are visible. The main heading reads "Free Mortgage Content and Widgets for Your Website - Perfect for Real Estate Professionals". The page is divided into two columns. The left column, titled "Choose your widget", lists several options: "20 in 1 Calculator" (marked as NEW!), "Mortgage Basics", "News and Stories", "Finance Glossary", "FHA Loan Limits", and "National Rates". The right column, titled "Preview and download", shows a "Download Code" button and "Instructions" for customizing the widget. A "Widget Preview" section displays a "Mortgage Calculator" form with fields for "Terms in Years" (20), "Interest Rate (%)" (4.00), and "Loan Amount (\$)" (100000). Below the form, it shows "Your Monthly Payment: \$606". At the bottom of the right column, there is an "Optional Customization" section with color pickers for "Top/Bottom Bar Color" and "Widget BG Color", and "Apply" and "Reset" buttons.