

Generate Real Estate Leads

The Secret of
Website & Blog
Widgets

The screenshot displays the MortgageLoan.com website interface. At the top, the navigation bar includes links for Refinance, Home Equity, News & Advice, Mortgage Calculator, Compare Loans & Rates, and Brokers & Lenders. The main heading reads "Free Mortgage Content and Widgets for Your Website - Perfect for Real Estate Professionals".

The interface is divided into two main sections:

- Choose your widget (Step 1 of 2):** This section offers several widget options:
 - 20 in 1 Calculator:** A new package for downloading over at the Calculator section.
 - Mortgage Basics:** A resource box with mortgage basics references.
 - News and Stories:** A box with current mortgage- and finance-related stories.
 - Finance Glossary:** An interactive finance glossary with over 800 terms.
 - FHA Loan Limits:** A tool to look up FHA loan limits in any zip-code.
 - National Rates:** A rates box with current national averages.
- Preview and download (Step 2 of 2):** This section provides a "Download Code" button and "Instructions" for customizing the widget's appearance. It includes a "Select size" dropdown (set to "Small") and a "Widget Preview" of a mortgage calculator. The preview shows:
 - Terms in Years: 20
 - Interest Rate (%): 4.00
 - Loan Amount (\$): 100000
 - Calculate button
 - Your Monthly Payment: \$606

Below the preview, there is an "Optional Customization" section with color pickers for "Top/Bottom Bar Color #" and "Widget BG Color #", along with "Apply" and "Reset" buttons.

Customers Want Information

- ...and not just any information
- If you want customer inquiries from your website or blog you need:
 - The Right Information!
- So, lets look at a few professional sites for clues to how your local real estate site should look


Zillow

The screenshot displays the Zillow.com website interface. At the top, the Zillow logo and navigation tabs for 'Homes', 'Mortgage', 'Advice', and 'Professionals' are visible. A search bar contains the text 'flat rock, mi'. Below the search bar, a 'Monthly Payment Assumptions' calculator is open, showing the following details:

- Loan type: 30 year fixed
- Interest Rate: 4.98%
- Current Rates
- Down payment: 20% (\$40,980)
- Include estimated taxes and insurance
- Estimated payment: **\$1,231**

A 'Submit' button is located below the estimated payment. A disclaimer states: 'This is an estimated monthly mortgage payment for this home based on the selections above. Go to Zillow Mortgage Marketplace for personalized loan quotes. Get custom loan quotes - anonymously'. Below the calculator is a large photo of a brick house with a garage. To the right of the photo, there are smaller thumbnail images and a link to 'See all 6 big photos'. Below the photo, it says 'Listing partner provided image'. On the left side of the page, there is a sidebar with navigation options: Overview, Photos, Home Info, Home Q&A, Birds Eye View & Map, and a 'Tools' section with options like 'E-mail agent', 'Edit posting info', 'Save as favorite', 'Ask a question', 'Map this home', 'Send to a friend', and 'More tools'. At the bottom left, there is a section titled 'Zillow Dueling Digs' with a sub-section 'Today's Hottest Kitchen' and a photo of a kitchen.

Trulia

[Find Homes](#) [Stats & Trends](#) [Advice & Opinions](#) [Search homes in](#)


Calculate your mortgage payment [« Back to details](#)

Estimate payment for 24647 Summer Ln, Flat Rock MI 48134

Estimate total monthly payments for this home as well as the total amount due over the life of the loan. See how other costs, including property taxes, hazard insurance, and private mortgage insurance, impact these payments.

Loan Information

Price of property	\$ 260,000
Down payment	% 20
Loan Amount	\$ 208,000
Annual interest rate	% 6
Amortization schedule	yearly <input type="button" value="v"/>
Number of years	1-30 30
Would you like us to estimate the property taxes, hazard insurance, and private mortgage insurance? <small>Otherwise, select "No" and provide the requested info.</small>	Yes <input type="button" value="v"/>

Powered By 

This calculator is provided for informational purposes only to help you test the impact of certain assumptions on your estimated mortgage payments. The results are based upon information, rates, and calculations from sources that we believe to be reliable, but we cannot guarantee the accuracy of these results. This calculator does not take into account individual circumstances and should not be relied upon in any way as the sole source of information. It is important to note that this service does not constitute an actual offer of credit. Please consult with financial, real estate, tax, and/or legal advisers for any advice relating to your personal circumstances.

Sponsored results

National Association of Realtors



The screenshot shows the REALTOR.com website's Home Finance section. At the top, the REALTOR.com logo is on the left, and the text "Official Site of the National Association of REALTORS®" is on the right. Below the logo is a navigation bar with buttons for "Find A Home", "Home Finance", "Moving", and "Home & Garden". Underneath, there are sub-navigation links for "Mortgage", "Home Equity", "Refinance", "Insurance", "Credit Reports", and "Pers". The main heading "Home Finance" is centered. On the left side, there is a search box for "Search Articles & Tools" with a "Search" button. Below this are sections for "Services" (Get a Home Loan, Find a Local Lender), "Tools & Calculators" (Refinance Calculator, Rent vs. Buy Calculator, Mortgage Calculator, Home Affordability Calculator, More Tools & Calculators), "Advice & Ideas" (Home Finance News, Real Estate News, Home-Buyer's Basics, Home-Seller's Basics), and "How-To Guides" (First Time Home Buyers, Renting, Senior Housing, Remodeling, Home Seller's, Dream Kitchen). The main content area features a "Home Finance" section with a "Get a Home Loan" form. The form includes a "State:" dropdown menu with "Select a State" and a "Loan Purpose:" dropdown menu with "Mortgage" selected. A "Continue" button is at the bottom right of the form. Below the form is a "Tools & Calculators" section with two calculators: "Mortgage Term Comparison" and "Home Affordability". The "Mortgage Term Comparison" calculator has fields for "Loan Amount: \$ 250,000", "Interest Rate: 5 5/8", and "Term of Loan: 30 years". It is sponsored by "FREE score.com". The "Home Affordability" calculator has fields for "Gross Income: \$ 40,000", "Monthly Debt: \$ 300", "Down Payment: \$ 20,000", and "Interest Rate: 5.625". It is sponsored by "StateFarm". At the bottom, there is a "Featured Articles" section with a link to "Fixed vs. Arm" and the text "Find out which is best for your situation."

Mortgage Calculators

- ✦ Did you see any common themes?
 - ✦ Sure they all have to do with homes...
 - ✦ However, buyers want **payment**

The screenshot shows the MortgageLoan.com website interface. The main heading is "Mortgage Calculator & Financial Calculators". A sidebar on the left lists various calculator categories, each with a "Choose Calculator" button:

- Mortgage Calculators
- Home Equity Calculators
- Auto Loan Calculators
- DI Investment Calculators
- Debt/Credit Calculators
- Student Calculators
- Personal Finance Calculators
- Tax Calculators

The main content area features a "Mortgage Payment Calculator" widget. It is titled "STEP 1: How Much Will My Payments Be?". The calculator includes the following fields and options:

- Loan Information:**
 - Amount: (\$)
 - Interest Rate: (%)
 - Length: (Yrs)
- Property Information:**
 - Home Value: (\$)
- Buttons: "Next >" and "Should I Refinance?"

Below the calculator, there is a "STEP 2" section with a "RESULT" field. A "GET CALCULATOR" button is visible on the right side of the page.

Personal Online Lead Generation

- ✦ Can I build websites to generate online leads too?
- ✦ Yes!
- ✦ Use Web 2.0
 - ✦ Local Content
 - ✦ Blogs
 - ✦ Widgets

Attract them

Local content

Google best places to live in central florida Search [Advanced Search](#) [Preferences](#)

Web

[Best places to live in or near Orlando Florida? - Yahoo! Answers](#)
I'm starting a new job in Orlando and thus have to...
[answers.yahoo.com/question/index?qid=20060926141939AAXb71d](#) - 80k -
[Cached](#) - [Similar pages](#) -

[Best Places to Live - Top 10 US Cities to Live - Best Places to ...](#)
Finding the **best places to live** takes a little research. ... Beach/Newport News, Virginia;
Minneapolis/St.Paul, Minnesota; Miami, **Florida**; Orlando, **Florida** ...
[moving.about.com/od/whymove/a/best_places.htm](#) - 24k - [Cached](#) - [Similar pages](#) -

[Best places to live within half an hours drive of Orlando ...](#)
8 posts - Last post: Jan 6, 2007
If I had to stay in **Central Fla** that's where I'd probably move We used to **live** in
Windermere. It is one of the **best places to live**. ...
[www.city-data.com/forum/orlando/16020-best-places-live-within-half-hours-2.html](#) - 110k -
[Cached](#) - [Similar pages](#) -

[Top 10 Movie Cities 2008 / MM's eighth annual countdown of the ...](#)
Jan 28, 2008 ... MM's eighth annual countdown of the **best places to live**, Feature Films
are usually shot in Miami, not in **Central Florida**. ...
[www.moviemaker.com/locations/article/top_10_movie_cities_2008_best_places_to_make_movies_20080128/](#) - 80k - [Cached](#) - [Similar pages](#) -

[MONEY Magazine: Best places to live](#)
Tell us what you think of this year's **Best Places to Live** list. **Central Florida**
(Kissimmee, Orlando) is going down hill. Poverty is in abundance. ...
[money.cnn.com/blogs/bplive/2006/07/best-places-to-live-2006.html](#) - 977k -
[Cached](#) - [Similar pages](#) -


[Orlando Sentinel - Lake Mary - A Best Place to Live by](#)
Little did I know that it gets pretty nippy in **Central Florida** sometimes. ... We really like it
here and totally agree it is one of the **best places to live**. ...
[blogs.orlandosentinel.com/community_lakemary_blog/2007/07/lake-mary---a-b.html](#) - 24k -
[Cached](#) - [Similar pages](#) -

[Orlando, Florida \(FL\) - Sperling's BestPlaces](#)
I have found the upper midwest is the **best place to live** in the United. ... I live in East
Orlando...not far from Univ of **Central Florida**. ...
[www.bestplaces.net/city/Orlando-Florida.aspx](#) - 111k - [Cached](#) - [Similar pages](#) -

Answer their questions

Can I afford this home?

BUYERS SELLERS CONTACT

Use our 20 Mortgage calculators to calculate your payments 

Mortgage Payment Calculator

STEP 1

How Much Will My Payments Be?

Loan Information

Amount: (\$) Interest Rate: (%)

Length: (Yrs)

Property Information

Home Value: (\$)

STEP 2

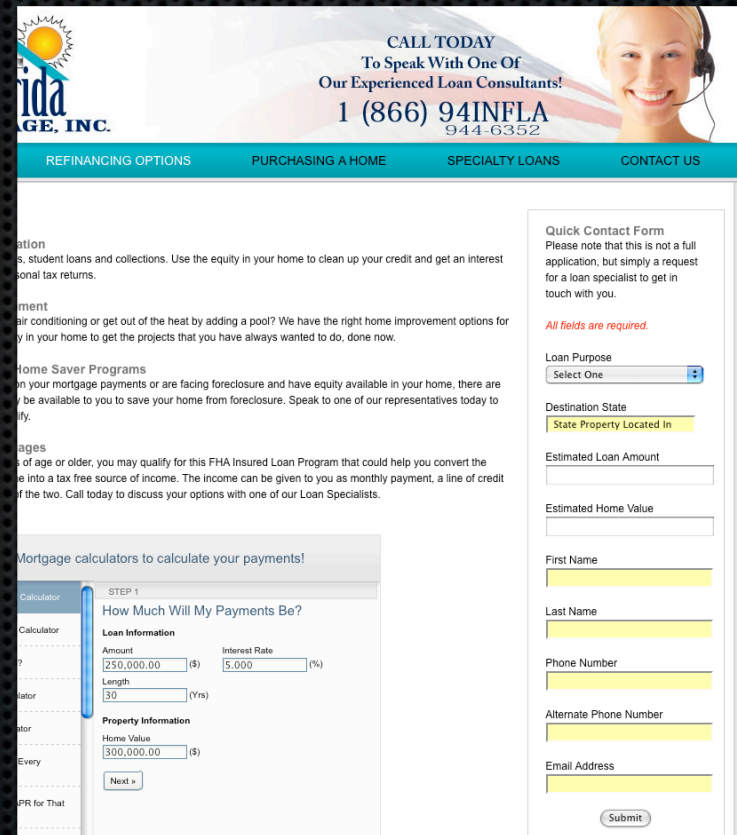
RESULT

Mortgage Calculator © MortgageLoan.com - Provider of Current Mortgage Rates

CLOSE X

Capture Them

Don't forget the
telephone number
and contact form!



Florida Mortgage, Inc.

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

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s, student loans and collections. Use the equity in your home to clean up your credit and get an interest
sonal tax returns.

ment
air conditioning or get out of the heat by adding a pool? We have the right home improvement options for
y in your home to get the projects that you have always wanted to do, done now.

Home Saver Programs
on your mortgage payments or are facing foreclosure and have equity available in your home, there are
y be available to you to save your home from foreclosure. Speak to one of our representatives today to
fy.

ages
of age or older, you may qualify for this FHA Insured Loan Program that could help you convert the
e into a tax free source of income. The income can be given to you as monthly payment, a line of credit
f the two. Call today to discuss your options with one of our Loan Specialists.

Mortgage calculators to calculate your payments!

Calculator **STEP 1**
How Much Will My Payments Be?

Calculator

Loan Information

Amount (\$) Interest Rate (%)

Length (Yrs)

Property Information

Home Value (\$)

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

How do I...

Get that widget thing?

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

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The interface is divided into two main sections: "Choose your widget" and "Preview and download".

Choose your widget (Steps: 1 2)

- 20 in 1 Calculator**: NEW! A 20 in 1 calculator package. Click to go to download over at our Calculator section.
- Mortgage Basics**: A resource box with mortgage basics references.
- News and Stories**: A box with current mortgage- and finance-related stories.
- Finance Glossary**: An interactive finance glossary with over 800 terms.
- FHA Loan Limits**: Look up the FHA loan limits in any zip-code.
- National Rates**: A rates box with current national averages.

Preview and download (Steps: 1 2)

Download Code (button)

Instructions

Customize the appearance of the widget (optional) and click "Download Code" to continue.

Select size:

Small (dropdown menu)

Widget Preview:

Mortgage Calculator

Terms in Years: 20 (dropdown)
Interest Rate (%): 4.00 (dropdown)
Loan Amount (\$): 100000 (input field)
Calculate (button)
Your Monthly Payment: \$606 (displayed)
Mortgage Calculator © ML

Optional Customization

Top/Bottom Bar Color # [input field] [color palette]
Widget BG Color # [input field] [color palette]

Apply (button) Reset (button)