



an introduction to your website CALCULATORS

Learn more about the lead generating calculators on your website & how they can benefit you.

Why Use Calculators for Lead Generation

ROI Calculator

Rent vs Sell Calculator

Vacancy Loss Calculator



Why Use Calculators for Lead Generation

The ultimate goal of your marketing strategy is capturing leads and getting any prospects to convert.

It may be signing up for your newsletter, entering your sales funnel for your product or service, or simply sending you an email.

But, the goal is to convert.

And everyone loves a fancy calculator. Whether it's calculating someone's ROI, how much home they can buy, or making simple conversions between units, it's hard to resist. **And that's what makes it the perfect tool for lead gen.**

Benefits of Interactive Calculators

Personalization: Interactive calculators offer a personalized experience by catering to the specific needs of users. This high level of customization makes them engaging and increases the likelihood of conversion.

Interactive Engagement: Unlike static channels like white papers and PDFs, calculators provide an interactive and engaging platform. Users can easily interact with them and quickly obtain result-oriented solutions.

Building Trust: Calculators focus on addressing visitor questions, fostering trust and transparency. By asking specific questions and offering tailored solutions, calculators contribute to building credibility with users.

SEO Impact: The longer visitors spend on your page, the more favorable it is for your search engine ranking. Interactive calculators, being highly engaging, encourage users to spend more time on your page, thereby positively impacting your search engine rankings.

Generating Qualified Leads: When prospects choose to invest their time in using your calculator and share their details, it indicates their qualification as leads. This makes it easier for you to enhance lead generation and guide them further along the sales funnel.

ROI Calculator

ROI CALCULATOR

INSTRUCTIONS

Hide ☐ Show

STEP 1 OF 3 FINANCING

Purchase Price*	Down Payment* ⓘ	Interest Rate*
\$ 0	% 0	% 0
	\$ 0	
Interest Term* ⓘ	Capital Expenditure ⓘ	Estimated Closing Costs
Years 0	\$ 0	\$ 0

NEXT

Landlords find ROI useful for many different purposes:

- Identifying if any positive return is happening and where it's being seen
- Determining which properties to invest in
- Finding out if any properties are underperforming compared to expectations
- Comparing year-to-year or month-to-month growth for business planning
- Deciding if further investments should be made into certain properties

When the user requests the calculator results, they are required to enter basic contact information, giving you the lead.

Terms & Conditions inform the user that the results are informational only and based on user input.

1

Terms and Conditions

This Return on Investment Calculator ("ROI Calculator") is provided by [COMPANY NAME]. By using the ROI Calculator and clicking the "Calculate" button, you agree that the information and estimates provided are for general information purposes and provided "as-is" without warranties of any kind, expressed or implied, including without limitation the warranties that it is free of defects, errors, viruses, merchantable and that it is fit for a particular purpose. Your usage of the ROI Calculator is at your own risk. Under no circumstances shall [COMPANY NAME] be liable for direct, indirect, incidental, special, or consequential damages, resulting from any aspect of your use of the ROI Calculator including but not limited to damages that arise from your inability to use the ROI Calculator or the interruption, modification, or termination of the ROI Calculator or any part thereof.

By completing the "Return On Investment" tool you have learned that there are numerous variables that affect the profit from rental properties. You may leverage this calculator to modify these variable amounts or percentages to calculate the outcome of results you expect or desire to receive.

Also, the majority of SFR owners are investing for different reasons, some of which may be associated with "Cash Flow", "Mortgage Principle Repayment" or simply "Property Value Appreciation" all of which are profitable options and highly desirable in aggregate.

When you pursue SFR rental property investments, rest assured you will need a professional, experienced property management company to guard your asset and income. Managing rental investments is different than property management and can be a full-time job where inexperience can cost you valuable time and money.

We're experts at helping serious investors like you allocate your time and resources!

Schedule time with us today!

Rent vs Sell Calculator

Helps investors decide whether they should rent or sell

At some point, a homeowner will determine whether to rent out or sell their property, and they will want to weigh the pros and cons of both options. Selling a property can provide the owner or investor with a one-time lump sum payment, but renting it out can generate ongoing income.

Landlords find rent vs sell info useful for many different purposes:

- Allows investors to make an informed decision based on projected profitability
- Helps investors understand the short and long-term financial implications of each option
- Investors can determine which option aligns better with their investment strategy
- Helps investors mitigate potential challenges that may impact their financial goals.

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INSTRUCTIONS

Hide

Show

1. Complete the input boxes as described. Once all required inputs are complete, the Rent vs Sell calculator will automatically calculate your answer.

2. Use the links when available to find the data requested if you don't already have that information.

3. Select the ? Icon next to the input label to learn more about the requested data.

4. Refresh the model to return all advanced inputs to default amounts.

STEP 1 OF 3

PROPERTY INFORMATION

Home Value ⓘ

\$158,000

Price Paid

\$158,000

Original Mortgage ⓘ

\$126,400

Mortgage Balance ⓘ

\$98,000

Interest Rate ⓘ

%5

Mortgage Payment ⓘ

\$679

Mortgage Payment is Automatically Calculated

NEXT

1

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Vacancy Loss Calculator

Shows how much rental income is lost when a unit sits vacant

Vacancy loss calculators provide investors with insights and data to accurately project cash flow, assess risks, compare investment options, and optimize rental property management.

Landlords find vacancy loss info useful for many different purposes:

- Allows investors to plan and budget effectively, ensuring they have sufficient funds to cover expenses during vacancies.
- Helps evaluate the feasibility of the investment and make informed decisions about property acquisition or portfolio management.
- Helps investors assess which property offers a more stable and lucrative investment opportunity.
- Helps implement strategies to minimize vacancies, such as adjusting rental rates, improving marketing efforts, or enhancing property amenities.

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Vacancy Loss Calculator

INSTRUCTIONS

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STEP 1 OF 2

RENTAL INFORMATION

Monthly Rent*

\$

Monthly HOA Dues

\$

0

Monthly Utilities

\$

0

Additional Monthly Costs

\$

0

Est Number of Days Vacant*

30

Days

NEXT

1

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Questions or Concerns?

Please email our support team if you would like these calculators removed from your website:

pmisupport@mypmw.com

