
POWER TRENDS TECHNICAL SERVICES • EST. 2003 • FOR WORTH CLARK
AGENTS

A Website Like Mine, Built For You.

I built eddiesuttonrealtor.com from scratch and it brings me leads every single week. Through Power Trends Technical Services — a Florida company in continuous, active standing since 2003 — I'll build the same kind of site for you: IDX-connected, mobile-ready, and backed by an AI-assisted content engine that keeps it fresh long after launch.

SEE PRICING

VIEW THE LIVE EXAMPLE ↗

↓ DOWNLOAD PDF

\$899

FLAT BUILD FEE

≈ 2 Weeks

TYPICAL LAUNCH TIMELINE

AI-Assisted

WEEKLY CONTENT ENGINE

THIS IS THE SITE YOU'RE GETTING →

458+ MLS active listings
shown

97% sale-to-list
ratio

5.0★ live Google
reviews

Live numbers from eddiesuttonrealtor.com, the site this offer is modeled on — updated weekly.



Built by a software engineer, not just a web guy.

Power Trends Technical Services, LLC has been an active Florida company since 2003 — a track record you can verify directly with the state. Before real estate, Power Trends engineered GIS (Geographic Information Systems) software: the same mapping technology behind property search, parcel data, and location-based tools. That background is exactly why the map, search, and IDX integration on your site work the way they should — it's not a plugin bolted on, it's the part I actually know best.

WHY IT MATTERS

Your IDX page isn't **your** page.

Every Worth Clark agent starts with the same brokerage template. A personal site puts your name, your brand, and your local expertise in front of buyers and sellers first — then routes inquiries directly to you and your BoldTrail account.

01

Your Name, Not a Portal

Your Worth Clark IDX page looks like every other agent's. A personal site puts your face, your story, and your market knowledge front and center.

02

Leads Routed to You

Valuation requests, messages, and new-listing alert signups are connected to your contact information and available BoldTrail tools.

03

Built By Someone Who Ships Weekly

I don't just build sites — I run one. Every feature here is already tested on my own business, every single week.

What the best local sites **actually** have.

I benchmarked my own site against several of the top-performing agent sites in this market. Here's what showed up again and again — and what's already built into your package.

FEATURE	WHY IT MATTERS	YOUR PACKAGE
Live property search on the homepage	Visitors search without ever leaving your site.	INCLUDED
"What's My Home Worth" valuation tool	The #1 seller lead magnet on every site reviewed.	INCLUDED
Client testimonials & Google reviews	Builds trust fast with a review display and link to your Google profile.	INCLUDED
Blog / market content hub	Keeps the site fresh for Google, weekly.	INCLUDED
Open house & new-listing search	Wired directly into your Worth Clark IDX feed.	INCLUDED
Neighborhood / community landing pages	Some competitor sites have dozens — an SEO magnet.	ADD-ON

Embedded video (intro + walkthroughs)	Featured prominently on several top-performing sites.	ADD-ON
Online appointment / showing booking	Some competitor sites let buyers book directly.	ADD-ON
Property tax estimator	A small tool, strong buyer-side value-add.	ADD-ON
Preferred partners page	Lenders, title, inspectors — most competitor sites skip this.	ADD-ON

"Included" items are built into every site as standard. "Add-on" items are available for a flat fee — see pricing below.

THE \$899 BUILD

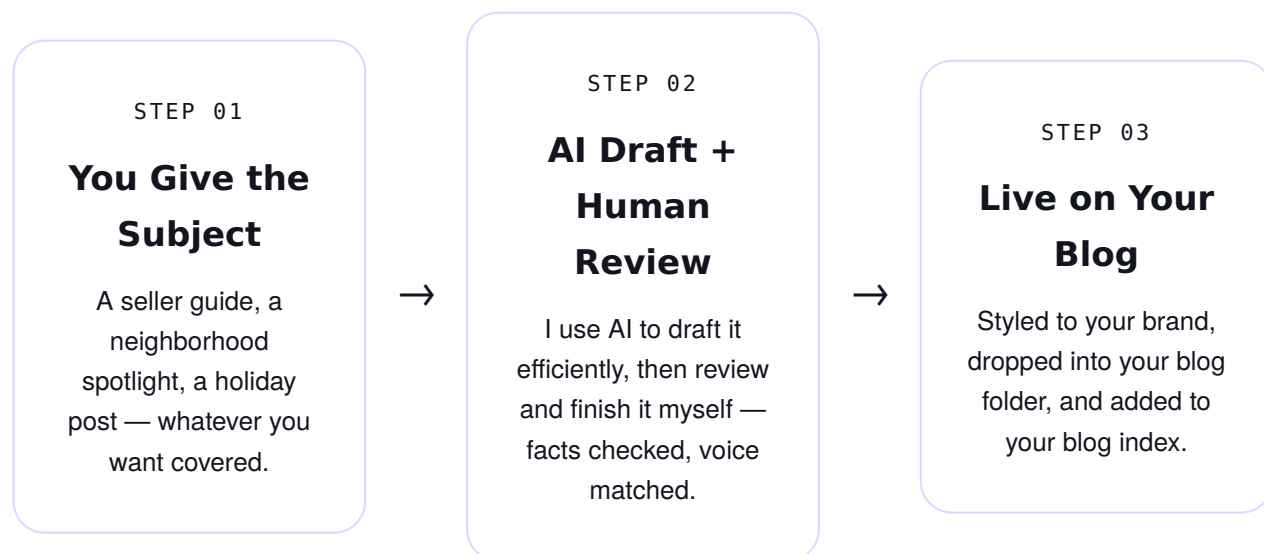
Everything you need to be launch-ready.

- ✓ A homepage with your photo, your story, live stats, and clear calls to action for buyers and sellers
- ✓ Mobile-friendly design in your own brand colors
- ✓ Client testimonials and a prominent connection to your Google reviews
- ✓ Domain, hosting, and professional email — set up and connected for you (registration and hosting fees billed at cost, separate from the build fee)
- ✓ Integration with the Worth Clark IDX tools available to your account — including property search, listings, open houses, and home valuation
- ✓ Blog section, ready for market updates and feature articles
- ✓ Google Analytics, Search Console, and SEO basics — set up and connected for you

THE PTTS DIFFERENCE

Powered by AI. Directed by a Realtor.

Most web shops hand you a site and disappear. Power Trends keeps yours moving. Every week, a branded Villages Market Update is published to your website through the same AI-assisted process I've already refined on my own site. Need something extra? Give me a subject and I'll use AI to draft it, match it to your site's look and feel, and publish it myself.



Every post is reviewed and finished by a licensed Realtor — never auto-published. **AI drafts faster; I make sure it sounds like you and gets the facts right.**

PRICING

Simple, flat, **no surprises.**

START HERE

STANDARD BUILD

\$899

one-time

Homepage, Worth Clark IDX integration, blog, and launch setup. Everything in the checklist above.

WEBSITE MANAGEMENT & MARKET UPDATES

\$60 /

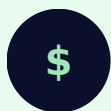
month

Technical upkeep, up to 30 minutes of minor content changes per month, and a branded Villages Market Update published to your website every week.

EXTRA BLOG POST

\$25 / post

Any time you want something beyond the weekly update. You give the topic, I handle the rest.



Your \$60/month covers more than routine website maintenance.

Many real estate website companies charge separately for IDX access or integration, hosting, maintenance, and ongoing content. Power Trends works with the tools already available through your Worth Clark account and **does not add a separate IDX fee**. Your monthly plan covers technical upkeep, limited minor changes, and a fresh branded market update every week. Access remains subject to Worth Clark, BoldTrail, MLS, and platform terms.

Community landing page or preferred partners page	\$75 each
Video embed and page placement	\$50 each
Appointment-booking integration	Starting at \$125
Property tax estimator (Sumter, Lake & Marion counties, as currently built)	\$75
Tax estimator build-out for a new county, or other custom interactive tool	Quoted by scope
MailerLite campaign setup (account, group, sender, template)	\$150 one-time
Annual Website Management & Market Updates prepay (12 months, billed as 10)	\$600 / year
Rush delivery (launch-ready in under 48 hours, subject to availability)	+30%

Domain registration, hosting, and email are billed at cost, paid directly to the registrar/host — not marked up by Power Trends. The \$899 covers build and setup labor only. Here's exactly what I pay for my own site:

EXAMPLE: MY ACTUAL DOMAIN + HOSTING COSTS (BILLED SEPARATELY)

Domain — .com via Porkbun	\$11.08 / year
Hosting — Hostinger Premium Web Hosting	\$131.88 / year
Professional email — Hostinger Business Email	\$14.16 / year
Total	\$157.12 / year

Pulled directly from my own Hostinger and Porkbun billing as of August 2026. Renewal rates can change over time — check porkbun.com and hostinger.com for current pricing.

THE PROCESS

From intake to **live.**

1

Fill out a short intake form — your bio, photos, brand colors, and market area.

2

Once I have your completed intake and materials, your site is typically launch-ready within two weeks.

3

You review the site and receive up to two rounds of consolidated revisions before launch.

4

We launch, submit your site to Google, and you're live.

5

Every week after, a branded market update is published under the \$60/month plan — request extra posts any time for \$25 each.

Ready to see it live?

Tell me a little about your business. Once I have your completed intake and materials, your site is typically launch-ready within two weeks.

[VIEW THE LIVE EXAMPLE ↗](#)

[↓ DOWNLOAD THE FULL PROPOSAL \(PDF\)](#)

[CALL OR TEXT: 727-385-3173](#)

Power Trends Technical Services

Website design & development for Worth Clark Realty agents in The Villages, modeled on eddiesuttonrealtor.com — built and maintained by Eddie Sutton. Power Trends Technical Services, LLC has been an active Florida company since 2003.

GET IN TOUCH

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CREDENTIALS

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