



## Intuitive, Interactive Financial Calculators

VisualCalc™ Calculators are interactive financial calculators and sales tools that help your website visitors and sales prospects quickly and easily evaluate your products and services. They also provide an integrated methodology to capture lead information, then help convert these leads into sales.

## Guided Selling Solutions For Your Website

VisualCalc Calculators serve as guided selling solutions on your website that help you engage potential customers, assess their needs, and lead them to the appropriate purchasing decision. These calculators provide your prospects and sales representatives with an intuitive, interactive, graphical tool that enables them to easily analyze complex purchasing options in investment portfolios, asset allocations, mutual funds, and other business alternatives.

## Improve Your Lead Conversion Rate

VisualCalc Calculators provide you with valuable information about your prospective customers that can be used to improve the efficiency and effectiveness of your lead capture and conversion efforts. When a website visitor fills out information requested by your calculator, this information, along with the results of their analysis, can be captured and automatically integrated into your internal tools that you use to manage leads.

## Quick to Implement, Easy to Use

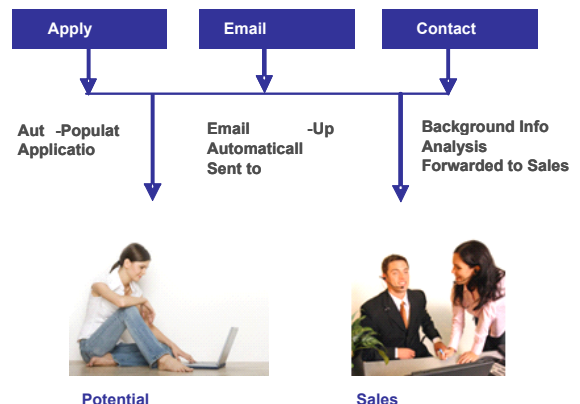
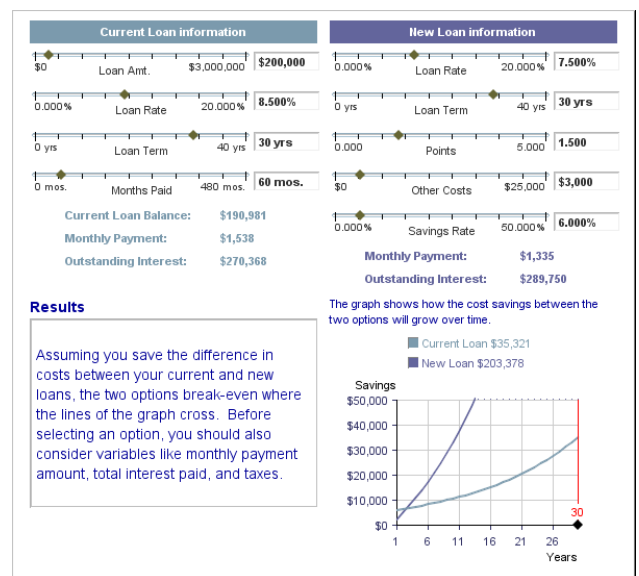
Versus other solutions on the market, VisualCalc Calculators are quicker to implement, easier to use, and provide a more intuitive, interactive, graphical user interface, including real-time “what-if” analysis capabilities.

## Integration & Customization

Unlike other providers, VisualCalc Calculators offer complete integration with your existing systems. Captured lead information can be automatically integrated into your current lead management and CRM applications, leveraging your existing investment in these tools. In addition, VisualCalc Calculators can be integrated with third party sources to pull in current data such as interest rates, and customized to use your business rules for things like asset allocation recommendations or loan qualification guidelines.

## Real-Life Example

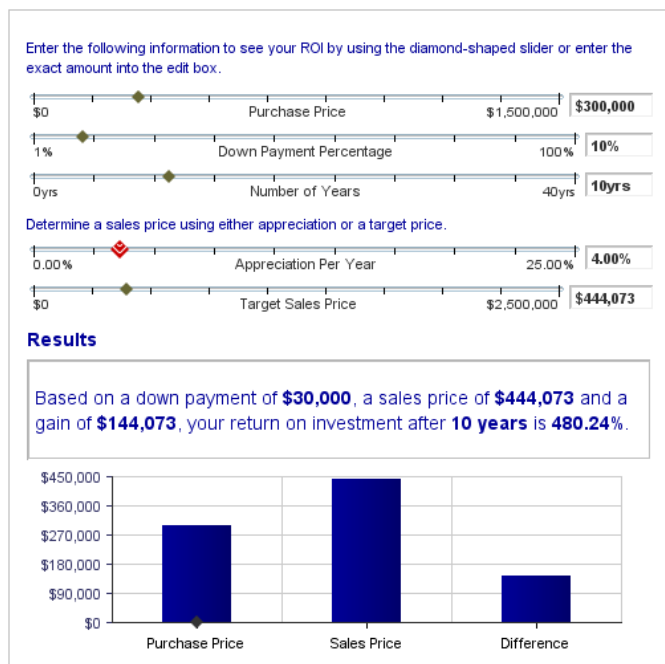
Let’s assume you offer a refinance calculator on your website. Prospects enter their current mortgage information, then use the interactive calculator to analyze the impact of various refinancing alternatives. At the bottom of the page, there is an “Apply Now” button. When a prospect clicks this button, the information they have entered is used to automatically populate the application, expediting the application process. In addition, the prospect’s contact information, existing mortgage information, and analysis results are directly forwarded to your sales department to help them intelligently follow up with the lead. If a prospect is interested, but not ready to submit an application, a “Contact Me” button collects this same information and delivers it to your sales department for outbound telemarketing. Finally, an ‘Email Me’ button sends prospects a customized report with the results of their analysis, and at the same time forwards the prospect’s information to your sales department for follow-up. Click the graphic below to use the actual calculator in this example.



## Pre-Configured & Custom Options

VisualCalc offers both Pre-Configured Calculators and Custom Sales Tools to meet the needs of any company. Our broad range of Pre-Configured Calculators can be quickly and easily deployed on your website as-is. Here is a list of some of the pre-configured calculators currently available:

<p><b>Home Mortgage Suite</b>            Rent vs. Buy Calculator            Refinance Calculator            Biweekly Mortgage Calculator            Pay More Points Calculator            Affordability Calculator            Fixed vs. Adjustable Calculator            Pay More Down Calculator            Home Equity2 Calculator            Savings on Commission Calc            Real Estate ROI Calculator</p> <p><b>Savings Suite</b>            Saving for a Goal Calculator            College Planner Calculator            Lease Analysis Calculator            Annuity Calculator            HAS Future Value Calculator            Health Savings Accounts Calc</p> <p><b>Special Calculators</b>            Auto Loan w/ Insurance            Break-Even Analysis            Blended Rate Calculator</p>	<p><b>Retirement Suite</b>            Income Withholding Calculator            Retirement Planning Calculator            Retirement Distribution Calc            Nest Egg Calculator            Tax-Deferred Savings Calc            IRA Comparison Calculator            ROTH IRA Calculator</p> <p><b>Income &amp; Insurance Suite</b>            Estate Tax Calculator            Income Growth Calculator            Cost of Raising Kids Calculator            Cash Flow Calculator            Net Worth Calculator            Life Insurance Calculator            Disability Insurance Calculator            Life Expectancy Calculator</p> <p><b>Auto Loan Suite</b>            Auto Load Calculator            Auto Biweekly Loan Calculator            Lease vs. Buy Calculator            Rate vs. Rebate Calculator</p>
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## Customers

Companies of all sizes are using VisualCalc Calculators to help grow their business. Companies range from large, international banks such as [Bank of America](#) to small and mid-size institutions, such as [The Newport Group](#). Below is a partial list of companies that are benefiting from VisualCalc Calculators today.



### Contact Information

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