

## Rubloff Joins The Enterprise Network

FOR IMMEDIATE RELEASE

Denver, CO – Active Website will develop a custom website for Chicago-based Rubloff, a premier Chicago Real Estate company, and the newest member of The Enterprise Network.

"We are honored that Rubloff has become our newest member. As the outstanding market leader from one of the nation's largest cities, and with decades of experience, they are bringing a dynamic strength to the Enterprise Network. Because we offer only one membership in each marketplace, by securing their hold in the Chicago area, Rubloff is guaranteed market exclusivity" said Ori Staub, Active Website Manager.

Rubloff will be the only Independent brokerage in the area implementing Active Website technologies, including AW Search Engine Optimization, Virtual Earth Map-Based Search, and AW Home Search, as well as Individual Property and Agent Websites.

The Active 2.0 Platform, developed over the last year, will provide the company a complete solution and create lifelong customers for Rubloff. From Search Engine Optimization to Lead Management, and everything in between – the system covers the complete sales process, even after closing.

The newest Active Mapping release, which has been researched and developed over the last several months, is an exciting feature of the new Rubloff site. Current with technology trends, the solution allows users to create *lifestyle* searches. Along with all the typical and important property data, new twists included in the most recent mapping release are the Polygon Tool, which allows the user to easily draw search boundaries in any shape, and the Enhanced Point Of Interest Tool which may include location of schools, grocery stores, and even Starbucks.

Active Video Solutions provide a branded, custom video player on the Rubloff site, incorporating professionally edited and high quality Community, Property and Agent Videos in a player with built-in Calls to Action.

The Enterprise Network is growing fast, with market-exclusive memberships that include presence on the Technology Advisory Board, inclusion in the Marketing and Technology Co-op, and participation opportunities with the best Private Firms in the Country, as well as ongoing Education and Training. Members also have the privilege of joining in the monthly conference calls that are a meeting of the best minds in the industry. "Literally hundreds of years of Real Estate experience are coming together to share ideas, referrals, and costs," said Staub.

According to the Rubloff website, [www.rubloff.com](http://www.rubloff.com),

*Rubloff's roots trace to the year 1930 and the company's founder, Arthur Rubloff. From humble beginnings, he built the largest real estate company of its kind in Chicago. A visionary and innovator, Arthur Rubloff has been called "the man who changed the face of Chicago." His pioneering ideas were catalysts for dozens of developments that have indelibly enhanced our city's skyline. Rubloff coined the nickname "Mag Mile" for the section of North Michigan Avenue that extends from Oak Street to the Chicago River, and which today includes the award-winning One Magnificent Mile, the building that houses our corporate headquarters.*

Rubloff has five offices in Chicago including the Goldcoast, South Loop, New Eastside, Lincoln Park, and Sandburg Village, as well as an office in Evanston and another in Harbour Country in New Buffalo, Michigan. Rubloff sales associates have an average of 14 years experience and in 2006, they averaged more than \$6.8 million in sales. Continuing in the spirit of giving, modeled by the philanthropic founder, the company supports numerous community and civic endeavors.

About Active Website:

Active Website is a Colorado-based company specializing in the design and development of Real Estate Communication and Technologies. Founded in 2004, the company has rapidly become an industry leader with major clients including The Group, Inc., Wright Kingdom Real Estate, Windermere Tri-Cities, Reinhart Realtors, and Kentwood Companies.

The Active Website site provides detailed information about each of its Real Estate technology offerings, as well as an extensive portfolio and client testimonials.

<http://www.activewebsite.com>

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