

Active Website Launches New Website for Windermere Tri-Cities

FOR IMMEDIATE RELEASE

Denver, CO – Active Website has developed and launched a custom website and e-marketing solution for Washington-based Tri-Cities Windermere, a Windermere Real Estate franchise and member of The Enterprise Network.

The new website is located at <http://www.wretricity.com/> and is a showcase of the latest and best technologies in the Real Estate industry today.

“Windermere Tri-Cities is the first Enterprise Network member to launch on the new Active 2.0 system we have been developing for over a year,” said Ori Staub, Director of Technology for Active Website.

“Active 2.0 backend provides a complete solution, from Search Engine Optimization to Lead Management, and everything in between – from a prospective buyer or seller’s first visit to the website, through the sales process, and even after closing – this system will create lifelong customer relationships for Windermere Tri-Cities.”

The company is especially excited about the introduction of the new Active Earth map-based search system, which creates an interactive, fully customized search for every customer – they can save their search, email it to their agent and to their personal support network, and basically perform their own Comparative Market Analysis using the parameters they select.

“If they want to know how many Starbucks locations or book stores are within walking distance, this system will tell them,” said Ido Zucker, Active Website’s project manager. “If they want to know what properties are for sale in the neighborhood, what they are listed for, and where they are located, this search plots them on the clearest map in the industry – there is no more guessing. If they want to look for a house that backs up to Open Space that is within 2 blocks of a recreation center and near a Charter School with high test scores – they can do it with a few clicks of the mouse.”

The broker is also well taken care of with the Active Website solution, with an ROI program which has the potential to not only offset the company’s technology fees, but to also turn a profit. The program includes Individual Agent Websites, Featured Homes, Open Houses, Video Sales, and several other features which are charged back to participating agents.

Active Video Solutions also provides the branded, custom video player on the site, incorporating Community, Property and Agent Videos in a player with built-in Calls to Action.

Tri-Cities Windermere has offices in Kennewick and Richland, and more than 50 commercial and residential agents, and participates actively in Windermere community improvement initiatives including the Windermere Foundation, which provides housing and services for homeless and low-income families throughout the West by funding nonprofit organizations dedicated to the same cause. Every time an agent completes a transaction, a donation is made to the Foundation, and Windermere agents and employees also contribute to the fund individually.

The Enterprise Network is quickly expanding, with market-exclusive memberships including 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.

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.

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>

Tri-Cities Windermere can be reached at 509-783-8811. More information can be found at www.windermere.com

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