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Active Website Hosts 2nd Annual Enterprise Network Conference

FOR IMMEDIATE RELEASE

Denver, CO – Active Website hosted its 2nd Annual Enterprise Network Conference, October 21–23 in Breckenridge, Colorado. The three day event proved to be an invaluable learning opportunity for members of the Enterprise Network, allowing them to explore major technology trends in the real estate market and how they can implement them into their current business practices.

Representatives from each company in the Enterprise Network met to discuss the opportunities and advancements for the new year by focusing on “Winning Customers and Influencing Markets.” By better understanding the driving force behind success—the customer—members were able to explore the importance of adapting to meet the demands of a fast paced internet-savvy society.

Presentations covered a wide array of topics including the use of Search Engine Optimization (SEO) tools, online user trends and the effect on the real estate Industry, as well as usability and eye tracking, to name a few.

Active Website hosted an impressive line-up of speakers for the event including:

- **Rich Sands**, *Real Estate Speaker and Sales Trainer*, Rich Sands Seminars, Inc.
- **Jim Hall**, *Managing Director*, Waste Management Green Squad
- **Bill Tancer**, *General Manager*, Hitwise and author of *Click*
- **Tom Flanagan**, *Director of Information Technology*, Residential Properties Ltd.
- **Kramer Keller**, *User Research Account Manager*, Tobii Technology
- **Marsha Volchoff**, *Operations Director*, Charles Reinhart Company Realtors

Day one opened with Rich Sands and a focus on establishing a customer centric business model that allows brokerages and agents to catapult into the consumer-driven world. Jim Hall followed with a presentation on becoming a more sustainable company and addressing the needs of today’s new age consumer.

The second day of the conference exposed members to the growing technological demands of online users beginning with a speech by renowned guest speaker Bill Tancer, General Manager at Hitwise and author of *Click: What Millions of People are Doing Online and Why it Matters*. Members learned the importance of analyzing online user trends and how utilizing this data effectively can increase client base. With weekly columns in *Time* magazine and *The Wall Street Journal*, there was no one better equipped at tackling this subject matter. Bill Tancer’s blog is available at www.ilovedata.com

Ori Staub, Enterprise Technology Director at Active Website, stressed the benefits of optimizing SEO tools while Network Member, Tom Flanagan, Director of Information



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Technology at Residential Properties, highlighted the need for unique content to drive traffic to websites.

Kramer Keller followed with a usability demonstration of Tobii Technology's revolutionary eye tracking hardware and software. The first in the real estate industry to utilize this ground-breaking technology, Active Website now has the ability to analyze Network Members websites from a user's perspective. The day ended with John Sable, Enterprise Team Lead at Active Website, who discussed the importance of establishing business standards from an e-Business standpoint.

The final day was dedicated to the unique opportunities the Enterprise Network brings that cannot be found anywhere else. Marsha Volchoff gave a heartfelt presentation on the benefits of being a member and how, as a community, the Network can become an even stronger force in the real estate Industry. As a result, the conference strengthened relationships within the Network, brought increased focus to the customer, and set the stage for marketing our member's brokerages in 2010.

About the Enterprise Network

The Enterprise Network member base is by invitation only. Comprised solely of private real estate firms, the Enterprise Network does not accept national brands and only works with one company per marketplace. This exclusivity allows for open collaboration and sharing of information within the Network, free from any conflict of interest. The goal for members under the Enterprise Network umbrella is to address the technology demands that are emerging in today's changing real estate market. Together, Enterprise Network members can make the best decisions concerning implementation of systems and solutions, ultimately leveraging everyone to higher levels of business.

About Active Website

Active Website is a Colorado-based company specializing in web design and development. Founded in 1998, the company has rapidly become an industry leader with major clients including Ebby Halliday Real Estate, Inc., The Group, Inc., Helen Adams Realty, The Kentwood Company, LandVest, Milestone Realty, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, Danberry Realtors, Skogman Realty as well as several new members to be announced soon.

The Active Website site provides detailed information about each of Active Website's real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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