

October 12, 2011

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# The Active Enterprise Network Hosts Annual Conference

## PRESS RELEASE

Denver, CO – The Active Enterprise Network hosted its [Active Enterprise Network Annual Conference](#) from October 5–7, 2011 in Downtown Denver. The three day event proved to be an invaluable learning opportunity for members of The Active Enterprise Network by allowing them to explore major trends in the Real Estate Industry and discover new ways to implement the latest technology into their current business practices.

Representatives from each company in The Active Enterprise Network met to discuss opportunities and advancements for 2012 by focusing on [Bridging the Gap Through Personalization](#), the theme for this year's event. By recognizing gaps in the way brokerages communicate and effectively use technology online, members can bridge these gaps in order to provide a higher level of service to their customers.

Presentations covered a wide array of topics including new releases on The Active Enterprise Platform, the importance of implementation and how members can get the most out of their Enterprise Network membership. Attendees also heard from other members within The Network on their strategies for continued growth in 2012 and beyond through recruiting, community involvement, training and more.

### The 2011 event hosted an impressive line-up of speakers, including:

- **Becky Carroll**, *Community Manager*, Verizon and author of *The Hidden Power of Your Customers: 4 keys to Growing Your Business Through Existing Customers*
- **Tom Flanagan**, *Technology Director*, Residential Properties Ltd.
- **Ze Frank**, *Comedic Digital Savant and public speaker* on how technology and creativity intersect
- **Randall Graham**, *Vice President & Director of Marketing*, Ebby Halliday Realtors
- **Helen Gray**, *Marketing Director*, The Group, Inc. Real Estate
- **David Howell**, *Executive VP & CIO*, McEneaney Associates Inc, Realtors
- **Rob Ousbey**, *Vice President, Operations*, Distilled LLC
- **Steve Studley**, *VP of Marketing & Business Development*, Hasson Company Realtors
- **Valerie Suelzer**, *Director of Technology*, Danberry Realtors
- **Eric Thompson**, *President*, The Group, Inc. Real Estate
- **John Turpin**, *President*, Turpin Real Estate

Renowned public speaker, Ze Frank, kicked off day one of the conference by discussing how to interact with customers online and strategies brokerages can employ to connect with their local audiences. By creating a company culture that embraces technology, members can bridge the gap between multiple areas of business.



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Day one continued with presentations highlighting major trends in the industry including search, mobile and social. To educate members on how The Enterprise Network plans to address these trends, Active Website team members demonstrated new enhancements to their mobile platform that will be released to members in the coming months. Also discussed in length were agent productivity tools and the Agent LifeCycle CRM that will soon be available to members as well.

The second day of the conference exposed members to the growing demands of real estate consumers and what the future of real estate will look like in 2030. To further support the importance of preparing for the future of the Real Estate Industry, sessions highlighted how to establish an effective market intelligence report and how members can manage their Return on Investment in order to maintain a competitive advantage in their local markets.

In addition, the second day recognized several issues that are arising in the industry as a result of the syndication outlets and MLS. By increasing awareness of these issues, members were educated on how it could impact their business and how now is the time to create a plan of action.

The final day of the conference was dedicated to recognizing members within The Active Enterprise Network that are excelling in numerous areas of business. Members received an Enterprise Network Choice Award for Best Social Media Implementation, Best Overall Website Design, Best Unique Content and more.

“An event with such a successful outcome can only be achieved from an incredible amount of effort, planning and thought from a bunch of dedicated and talented people. We are very fortunate to work with such forward-thinking brokerages that understand the need to continue innovating into the future. The conference serves to do just that by bringing together the best-of-the-best in the Real Estate Industry to promote change and innovation. We look forward to working with each member of The Active Enterprise Network as we develop plans for continued success in 2012,” states Ido Zucker, Managing Partner at Active Website.

For more information on The Active Enterprise Network Annual Conference, check out our blog series at [www.blog.activewebsite.com](http://www.blog.activewebsite.com).

### **About The Active Enterprise Network**

The Active 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.



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Members include: [Charles Reinhart Company Realtors](#), [Danberry Realtors](#), [Ebby Halliday Realtors](#), [The Group, Inc.](#), [The Hasson Company](#), [Helen Adams Realty](#), [The Kentwood Companies](#), [LandVest, Inc.](#), [McEneaney Associates Realtors](#), [McGuire Real Estate](#), [Milestone Realty Consultants](#), [Murney Associates](#), [N.T. Callaway Real Estate Brokers, LLC](#), [Residential Properties Ltd.](#), [Skogman Realty](#), [Smith & Associates Real Estate](#), [Turpin Real Estate](#), [Windermere Tri-Cities Real Estate](#), [Wright Kingdom Real Estate](#), as well as several new members to be announced soon.

**About Active Website**

Active Website is a Colorado-based company specializing in web design and complex development. Founded in 1998, the company has rapidly become an industry leader that powers the technology behind large platforms including Waste Management and The Active Enterprise Network. Active Website will also be expanding into other industries with new networks to be announced soon.

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