

ACTIVE WEBSITE CONTACT

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Active Website Takes New Rubloff Platform Live

FOR IMMEDIATE RELEASE

Denver, CO – Active Website launches a custom website strategy for Chicago based Rubloff, a member of The Enterprise Network.

The new website, built on the PHP-based Active Platform 2.0, can be found at: www.Rubloff.com

Since 1930 Rubloff has been a pioneer in the Real Estate industry and with the new Active Website platform, they will continue as a major leader. Rubloff will utilize Active Website's Web Technology to provide one of the most comprehensive platforms for finding and selling Real Estate in Chicago and the surrounding areas.

"Launching Rubloff on our 2.0 PHP system will give Rubloff flexibility, incredible Search Engine Enhancements, and first class features for the agents, customers and internal staff. This platform will leverage them to compete at any level of business and in fact, is providing them with one of the leading systems in the entire country," said Ori Staub, Director of Technology for Active Website.

According to Mark Pullinger, Vice President of Marketing, "Active Website continues to present superior technology and support to our organization, keeping us abreast of the latest trends and giving us an edge in the marketplace. This partnership is built on lead generation with the customer experience in mind. We are confident that Active will enhance our position in countless ways."

Some of the technology solutions Active Website will be providing to the Rubloff organization include:

1. Unified website to power all three brands: www.rubloff.com
2. Advanced Search Engine Optimization
3. Customer Lifecycle Management to power the E-business Center
4. Individual Property Websites
5. Personalized Realtor® Website Program
6. Enhanced Listing Tools, including Video Streaming Technologies
7. Customer-centric Reporting Tools
8. Exclusivity in The Chicago marketplace for Active Web Technologies



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The new Active Earth map search system that is featured creates an interactive, fully customizable lifestyle search for every user. Highlights include the Polygon Tool, Pan Tool and Enhanced POI (Points of Interest). Users 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.

The enhanced Community Content includes loads of information on the 40 plus featured neighborhoods, including all of Chicago, the North Suburbs and Michigan's Harbor Country, covered by Rubloff along with outstanding photography. This Community Content is key in assuring high Search Engine Ranking.

The Broker receives the benefits of the Active Website solution with an ROI program which has the potential to not only offset the company's technology fees, but 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.

About the Enterprise Network

The Enterprise Network member base is by invitation only. It is comprised solely of private Real Estate firms, meaning no national brands are accepted. We only work with one company per market place. This exclusivity allows for open collaboration and sharing of information within The Network, free from any conflict of interest. The goal for our members under the Enterprise Network umbrella is that they gather to address the technology demands that are emerging in today's changing Real Estate markets, and together 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 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., Windermere Tri-Cities, Wright Kingdom, Charles Reinhart Company Realtors as well as several new members soon to be announced.

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



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About Rubloff

According to the company's website, the founder, 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 Chicago's city skyline. Rubloff coined the nickname "Mag Mile" for the section of North Michigan Avenue that extends from Oak Street to the Chicago River.

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 2007, 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.

Rubloff Contact

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