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## Danberry Launches LifeCycle for Inquiry Management

FOR IMMEDIATE RELEASE

Denver, CO – Last week Enterprise Network Member, [The Danberry Company](#), launched *LifeCycle*, Active Website's inquiry management system for increasing closing transactions. After completing the required certification program, Danberry now has a dedicated 20 member e-business team for managing, distributing and maintaining online inquiries for the [Toledo real estate](#) market.

Keeping the customer at the forefront, Danberry teamed up with [Active Website](#) in an effort to develop a protocol for responding to inquiries in a timely manner. By taking advantage of the inquiry management system available only to the Enterprise platform, Danberry hopes to optimize response times while establishing better communication with potential customers.

"LifeCycle, developed by Active Website, has provided The Danberry Company with the proven ability to maintain consistent and effective communication with the consumer, Danberry sales associates and our Customer Care staff. Improving efficiencies of response times to the public is an invaluable tool," states Joyce DeLucia, Executive Vice President at The Danberry Company.

Designed specifically with the real estate market in mind, LifeCycle was developed by Active Website in order to help [Enterprise Network Members](#) manage data as well as nurture and support customers through the process of buying or selling a home. With the ability to track and monitor leads from start to finish, this comprehensive real estate tool produces quantified data reports that Enterprise Network Members can use to analyze response times.

### The following reports are available through LifeCycle:

- Closed Business Report
- Realtor Report
- Office Activity
- Detailed Referring Report
- Consolidated Referring Report

After researching and documenting the ideal structure for establishing a successful e-business department, Active Website requires each Enterprise Network Member to have a certified LifeCycle Coordinator (LC) to analyze these reports effectively. The LC is required to go through an extensive training program with Active Website in order to best serve the customers. By completing online training programs as well as onsite sessions, the LC is equipped to attract, engage, cultivate and convert online inquiries into leads. Scheduled quarterly meetings with the Active Website staff are also recommended to discuss the progress of the inquiry management system.



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“We developed LifeCycle after hearing the frustrations of our clients losing leads. We have dedicated more resources and expanded our services with the goal to increase the quality and relevance of traffic to our sites. As we move forward in 2010, we’re excited about the opportunities this product brings to the Network” stated John Sable, Managing Partner and Enterprise Team Director at Active Website

**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 Consultants, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom 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.

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