

May 19, 2010

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Active Website to Present at Worldwide ERC 2010 National Relocation Conference

FOR IMMEDIATE RELEASE

Denver, CO – Active Website has been invited to present at the [Worldwide ERC National Relocation Conference](#) on Thursday, May 20, 2010 in Orlando, Florida. The event aims to equip real estate and relocation professionals around the country with best practices in order to build on success in the face of today's industry. By providing the tools and resources needed to streamline processes and identify cost savings, the Worldwide Employee Relocation Council (Worldwide ERC) conference will prove to be an invaluable learning experience for attendees.

This year, John Sable, Managing Partner at Active Website, will be participating in the session entitled *Social Media Networking – What's the Point?* alongside John D'Ambrogio, Vice President of Strategic Development at Baird & Warner, and Jenn Richenbacher, Vice President of Marketing at Mobility Services International. With everyone talking about [LinkedIn](#), [Facebook](#), [tweeting](#) and [blogging](#), the session will take an in depth look at the opportunities and pitfalls of using these social platforms.

Additionally, participants attending this discussion will:

- Explore new social media networking policies
- Learn how to establish an effective social media strategy
- Discover how to use technology to recruit highly qualified candidates
- Identify methods to increase sales and build revenue through social marketing
- Find ways to gain exposure and build their local brand

"Today, millions of people are using social media outlets to connect with others around the world. Never before have we been able to get so close to our customers, but we need to understand it's more than just having a social media presence—we need to know how to manage these platforms effectively. Our session will walk attendees through the process of establishing a social marketing strategy that they will be able to implement into their business plan upon returning from the conference," says Sable.

With millions of users actively using social media sites daily, it's imperative to establish a social media presence in order to meet the demands of our new age consumer. Active Website works closely with [Active Enterprise Network](#) members to implement a custom-tailored social networking strategy that creates rich content along with a network of profiles that enhances the broker and agent online presence.

For more information about Active Website's participation at the conference, visit our Facebook page at www.facebook.com/EnterpriseNetwork and click on events.



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About the 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.

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 Realtors, The Group, Inc., Helen Adams Realty, The Kentwood Companies, LandVest, Inc., Milestone Realty Consultants, N.T. Callaway Real Estate Brokers, LLC, Windermere Tri-Cities Real Estate, Wright Kingdom Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, The Danberry Company, Skogman Realty, Turpin Real Estate, Santa Fe Realty Partners, as well as several new members to be announced soon.

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