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## Ebby Halliday Real Estate Inc. Joins the Enterprise Network

**FOR IMMEDIATE RELEASE**

Active Website LLC is proud to announce its newest Enterprise Member, Dallas-based Ebby Halliday Real Estate Inc.. Founded in 1945, the Ebby Halliday family of companies has become one of the largest and best-known privately owned residential real estate firms in the country. The Company participated in approximately 17,500 property transactions in 2007, exceeding a sales volume of more than \$4.8 billion.

The Ebby Halliday family of companies includes three distinct, residential real-estate brands—Ebby Halliday Realtors, Ellen Terry Realtors and Dave Perry-Miller & Associates—and ranks as No.1 in the Dallas/Ft.Worth Metroplex, No.1 in Texas and No.18 in the nation, as listed by REAL Trends, Inc. who ranks the top independent residential real estate firms in the country.

“After an extensive review process of Active Website, we are confident that they will provide the expertise and guidance we are looking for in an online partner,” said June Feltman, Ebby Halliday Vice President and Director of Projects. “We pride ourselves on being the market leader and Active Website’s technology will help us maintain that position, and increase our presence among the elite private brokers in the country.”

Ebby Halliday Real Estate Inc. boasts more than 1,600 sales associates and staff in 30 area offices. It is one of the oldest and most respected full-service residential real estate firms in the country, offering brokerage, leasing, mortgage and insurance services. The 63 year-old Company acquired Ellen Terry, Realtors (ellenterry.com) in 1995, added Home Team Mortgage Company (yhtm.com) in 1996 opened Home Team Insurance (hometeamins.com) in 2003 and acquired Dave Perry-Miller & Associates in 2007.

“We are so excited about adding Ebby Halliday to our Enterprise Network,” said John Gadeken, Enterprise Network Director. “Ebby brings experience, proven systems, leadership and excellence to the Network. They will make an instant impact for our Enterprise members.”

**Some of the technology solutions Active Website will be providing the Ebby Halliday organization include:**

1. Unified website to power all three brands
  - a. [www.ebby.com](http://www.ebby.com)
  - b. [www.daveperrymiller.com](http://www.daveperrymiller.com)
  - c. [www.ellenterry.com](http://www.ellenterry.com)



Real Estate Technology  
for Market Leaders

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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 Metroplex market place for Active Web Technologies

## 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.

## 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., The Kentwood Company, Windermere Tri-Cities, Wright Kingdom, and Reinhart Realtors Real Estate Companies, Rubloff Residential Properties as well as several new members soon to be announced. The Active Website site ([www.activewebsite.com](http://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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