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## Helen Adams Realty Joins the Enterprise Network

**FOR IMMEDIATE RELEASE**

Denver, CO – Active Website LLC is proud to announce its newest Enterprise Network Member, Charlotte-based Helen Adams Realty. The company is comprised of 3 offices in the Charlotte and surrounding area with over 180 affiliates. As the Network's first client in North Carolina, Helen Adams has earned exclusivity in the Charlotte market.

Founded more than three decades ago, Helen Adams Realty has become one of the best known privately owned residential real estate firms in the country. **In 2007, they were named the #1 real estate company in the nation for delivering the highest quality customer service according to Quality Service Certification, Inc. and Leading Research Corporation.** The QSC identifies 20 companies and offices that, according to consumers, deliver the best service quality and customer satisfaction. Helen Adams was also ranked in the "Top 10 in the Nation" for 2008 ([www.qualityservice.org](http://www.qualityservice.org)).

"We are very excited about adding Helen Adams to our Enterprise Network," said John Sable, Active Website Enterprise Team Leader. "To have a QSC leader join the Network is an honor. Helen Adams brings proven experience, leadership and excellence and will make a great impact for our Enterprise members."

**Some of the technology solutions Active Website will be providing Helen Adams Realty include:**

1. Unified websites for all three offices
2. Advanced Search Engine Optimization (SEO) techniques
3. Customer LifeCycle management
4. Individual Property Websites (IPWs)
5. Personalized Realtor website program
6. Enhanced listing tools, including video streaming technologies
7. Advanced reporting tools

"Active Website quickly got our attention because of their affiliation with some of the most exceptional real estate firms in the nation," said Holly Hester, Director of Marketing for Helen Adams Realty. "We were thrilled to discover that a partnership with Active Website also meant an alliance with these outstanding companies."



Real Estate Technology  
for Market Leaders

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"The Enterprise Network facilitates the sharing of information and best practices with premier real estate companies from across the country. A partnership with Active Website and the members of their network ensures our commitment to be at the forefront of technology and ahead of our ever-changing market."

**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 web design. Founded in 1998, the company has rapidly become an industry leader with major clients including Ebby Halliday Real Estate, Inc., Rubloff Residential Properties, The Group, Inc. Real Estate, Helen Adams Realty, The Kentwood Companies, Windermere Tri-Cities Real Estate, Wright Kingdom Real Estate, Sonnenalp Real Estate, and Charles Reinhart Company Realtors, as well as several new members to be announced soon.

The Active Website site provides detailed information about each of its real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit [www.activewebsite.com](http://www.activewebsite.com) for more information.

**About Helen Adams Realty**

Helen Adams founded her company more than three decades ago in the growing city of Charlotte. Her goal was to create a company which was based on a strong commitment to personal service, unmatched area knowledge, exceptional real estate expertise, and the highest ethical standards. The longevity of our firm is due to the continued commitment to these core values. Today, Helen Adams is a thriving firm which handles a wide variety of projects for individuals, corporations, and builders.

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