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The Active Enterprise Network Returns from Inman Real Estate Connect 2010

PRESS RELEASE

Denver, CO – [The Active Enterprise Network](#) has just returned from the Inman Real Estate Connect Conference San Francisco, held July 13–15, 2010. Real Estate Connect gave attendees the opportunity to come together to promote change and innovation within the industry, while providing the insight needed to compete in the industry’s rapidly changing landscape.

This year’s attendance marked the biggest turnout to date with over 20 Network members participating in the conference. San Francisco hosted both returning and new Enterprise Network members for three education-packed days of the latest real estate technology solutions to help drive business. The event offered members the chance to network with other like-minds in the industry while gaining relevant tools and resources needed to better meet the demands of our customers.

With the industry undergoing major transitions throughout 2010, remaining on the cutting-edge of technology is crucial to the success of The Network more than ever before. Last week’s conference was an affirmation for the advancements The Active Enterprise Network has made over the past year by driving home many of the same points discussed at last year’s [Annual Enterprise Network Conference](#).

“It was encouraging to see Inman and others in the industry adapting to the same principles and guidelines we’re instilling in The Enterprise Network. A major theme at Inman was the notion of creating a more customer-centric business model – a plan we’ve implemented in the past year with our clients. As an industry, we need to move towards the mindset that our customers come first in order to truly embrace the new age consumer, and build a successful online brand.” *Ido Zucker, Managing Partner at Active Website.*

Along with a focus on the user experience, Real Estate Connect presented new ways to market to our consumers as well as the importance of mobile, search and social integration in building our online brand. Discussing new technologies that will help increase business – including the release of WordPress 3.0, a unified enterprise blogging system The Network moved over to shortly after its release in June – the conference gave attendees tips on how to stay ahead of the curve.

The conference proved to be a testament to the progress The Network has made over the past year. Staying up-to-date on new advancements in the technology world gives The Enterprise Network an edge over the competition and ensures our members’ place as market leaders.



Real Estate Technology
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To read [The Top 5 Takeaways from Real Estate Connect SF](#), follow our Active Community series at blog.activewebsite.com.

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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