

ACTIVE WEBSITE CONTACT

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Active Website Launches Kentwood Companies on New Platform

FOR IMMEDIATE RELEASE

Denver, CO – Active Website launches a custom website strategy for Denver based Kentwood Company, and member of The Enterprise Network.

The new websites built on the PHP-based Active Platform 2.0 are the following:

www.kentwoodrealestate.com

www.kentwoodhomestour.com

The three office websites that were created utilizing Active's ReBrand technology are as follows:

The Kentwood Company (www.kentwoodco.com)

Kentwood at Cherry Creek (www.kentwoodcc.com)

Kentwood City Properties (www.kentwood-city.com)

The three separate websites are ReBranded from the corporate site, meaning they share all the same technology features, but have their own online identity for the distinct offices. All sites showcase Active's enhanced mapping and community content.

"Launching Kentwood with the new PHP system, developed over the last year, leverages them to the next level of business," said Ori Staub, Director of Technology for Active Website.

"The Kentwood Company is an especially good example of the ReBrandable technology that we offer. The three offices have 270 plus agents and each office serves a specific section of Denver. The Re-Brand feature is also available for the individual agents. This is a brilliant solution because it honors the uniqueness of the separate offices and agents while boosting SEO and web presence for the company as a whole and keeps the corporate branding intact."

The new Active Earth map-based search system that is featured creates an interactive, fully customizable lifestyle search for every user. Highlights include the Polygon Tool, Pan Tool and Enhanced POI (Points of Interest). Users can save their search, email it to their agent and to their personal support network, and basically perform their own Comparative Market Analysis using the parameters they select.

The enhanced Community Content includes loads of information on the 42 featured neighborhoods covered by Kentwood along with outstanding



Real Estate Technology
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photography. This Community Content is key in getting high Search Engine ranking.

The Broker receives the benefits of the Active Website solution with an ROI program which has the potential to not only offset the company's technology fees, but to also turn a profit. The program includes Individual Agent Websites, Featured Homes, Open Houses, Video Sales, and several other features which are charged back to participating agents.

According to The Kentwood Company websites, "The Kentwood Company is the premier real estate firm servicing Metro Denver. Our agents enjoy the reputation of being the "best of the best" and average nearly \$13,000,000 per agent per year in sales production. We are the largest independently owned firm in metro Denver and the most successful surviving independent of the past decade."

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., Windermere Tri-Cities, Wright Kingdom, Reinhart Realtors Real Estate Companies as well as several new members soon to be announced.

The Active Website site provides detailed information about each of its Real Estate technology offerings, as well as an extensive portfolio and client testimonials.

Kentwood Companies Contact:

The Kentwood Company - 800-723-7653

Kentwood at Cherry Creek - 877-279-1535

Kentwood City Properties - 800-291-CITY(2489)



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