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LandVest Now Live on Enterprise Platform

FOR IMMEDIATE RELEASE

New England based real estate brokerage LandVest, Inc. has just launched their new website. This is not only an important milestone for the brokerage, but also for Active Website. In working with LandVest, Active Website has had a unique opportunity to improve on existing features as well as expand the capabilities of the Enterprise Platform as a whole.

As a traditionally high-profile brokerage, LandVest represents real estate properties and land valued in the millions, with a portfolio of almost a billion dollars. Due to the type of listings and sellers that LandVest represent, much of the listing information is guarded by permission levels. The challenge for Active Website was to maximize usability while keeping confidentiality in place. To achieve this goal, LandVest.com has been developed with the permission levels built in, based upon approved confidentiality agreements. Areas most affected by confidentiality requirements include mapping, secured documents and individual property websites. Features throughout the website are available at a restricted level to all visitors and at full access to those who have gone through LandVest's approval process.

The development of the LandVest website included creating the main brokerage site, www.landvest.com, for LandVest's Luxury division, in addition to three rebrandable sites featuring LandVest's Timberland Division, the Real Estate Consulting Group and LandVest's Martha's Vineyard office. Along with a new look and feel, the four sites have implemented bigger, more engaging photos to fully express the grandeur of the properties LandVest represents.

New features of LandVest's sites also include enhanced search tools and e-mail alerts, as well as automated, multi-page individual property websites (IPWs) for Featured Properties. With the development of these IPWs, multi-page property websites are now available for all members of the Enterprise Network. This unique property tool has become a feature of the Enterprise Platform and highlights how LandVest is already making an impact on the Enterprise Network.

"We are excited to add such a prestigious brokerage to our portfolio. It is a benchmark for things to come!"

—Ido Zucker, Enterprise Project Director.

With the new website, LandVest will work on increasing their digital footprint with their blog, social networks, individual property websites and rebrandables as well as receive the support and knowledge of the other 14 current Enterprise Network members. Visit LandVest's new website at www.landvest.com.



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About LandVest, Inc.

LandVest is an employee-owned firm, founded in 1968. LandVest provides a broad array of services to owners of significant real property assets. The LandVest umbrella includes three distinct brands: Luxury Real Estate, Timberland Division, and their Real Estate Consulting Group. While LandVest's luxury residential business is centered in New England, the Timberland Group and the Real Estate Consulting Group have provided extensive professional services on complex projects both nationally and internationally. With professionals in real estate sales, consulting and appraisal, land planning, forestry services, graphics, and advertising, LandVest has become the premier advisor and problem solver for owners of unique properties.

LandVest, a pioneer in web marketing of high-end real estate, launched landvest.com in 1995 and is now among the highest trafficked sites for luxury real estate. Since that time LandVest has been leveraging state-of-the-art technologies and building relationships with national and international highly ranked real estate websites to ensure LandVest clients get premium exposure. With Active Website, LandVest invested in a top-to-bottom re-engineering of landvest.com with a mission of maintaining its leadership position among luxury real estate sites.

Visit www.landvest.com for more information.

About the Enterprise Network

The 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 that they gather 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 Real Estate, Inc., Rubloff Residential Properties, The Group, Inc., Helen Adams Realty, The Kentwood Company, LandVest, Milestone Realty, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Residential Properties Ltd. 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 Active Website's real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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