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The Active Enterprise Network Partners with Onboard Informatics for Lifestyle Search

PRESS RELEASE

Denver, CO – [The Active Enterprise Network](#) has just announced their extended partnership with [Onboard Informatics](#) to include the necessary data needed for lifestyle search, an innovative home search tool that gives customers a personalized search experience on real estate websites. Through this new lifestyle search engine, customers will be able to search for homes based on parameters most important to them. Whether that's family-friendly areas or homes close to highly rated schools, nightlife or shopping, the system will match each user's requirements with a targeted list of ideal communities in their area.

In 2010, The Active Enterprise Network partnered with Onboard Informatics to provide rich, hyper local community data on Enterprise sites. The information provided through this partnership includes basic school and community data, Great School ratings and reviews, Point of Interest data and AVM and property trending information. Taking this partnership to the next level to include lifestyle search will further enrich the user experience and give Network members another edge over the competition.

"There is a lot of competition on the web, so finding new ways to differentiate yourself from the competition is crucial to the success of your business. Through lifestyle search, not only are members providing a service that the competition doesn't offer, but they're able to engage the customer and increase the likelihood that they will buy or sell a home from them in the future. The unique approach and added convenience this functionality brings increases the usability of Enterprise sites and creates a positive experience for our users. We're excited about this new endeavor and feel this partnership will bring nothing but opportunity for those in our network," states Ido Zucker, Managing Partner at Active Website.

The search parameters within the lifestyle search engine are based on over a decade of OnBoard's experience developing Best Places to Live solutions for top publishers such as CNN/Money, U.S. News & World Report and BusinessWeek. To ensure accuracy of the search results, the search engine combines millions of data points ranging from population demographics to housing trends to local points of interest and more.

Due to the complex functionality required to power lifestyle search accurately and efficiently, it is reserved for elite companies only. Through Active Website's technology, coupled with data provided by Onboard, members have access to these advanced search options at rates exclusive to Enterprise Network members.

Remaining on the cutting edge of innovation, many members have already chosen to participate in *The Enterprise Network Challenge: 10 Lifestyle Searches in 10 Weeks* in



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which Active Website launches lifestyle search on a different member's site each week. Be sure to check out [Active Website's blog](#) over the next several weeks as they track the progress of these releases.

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 Onboard Informatics

Since 2001, [Onboard Informatics](#) has provided comprehensive local, regional and national real estate data solutions, powerful Web tools and Web services to some of the most innovative companies in the real estate, publishing, and technology. Onboard delivers seamless integration of property listings, community, school, neighborhood, geographic and demographic information to support clients in achieving business objectives on Web and mobile platforms. Privately held since its founding, Onboard is located in the heart of the world's financial center in the Wall Street area of New York City. For more information about Onboard Informatics visit www.onboardinformatics.com.

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