

# Marketing Tools and Technologies



*Featured Homes*



**142 S. Haverhill Lane  
Anytown, WA 02113**

**Bedrooms: 5  
Baths: 4  
Square Feet: 4,200  
Price: \$4,550,000**  
[Property Details »](#)  
[Schedule a Showing »](#)

**Presented by:  
Carol Avery-Fuller  
[Contact Me »](#)**

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Featured Homes

Windemere  
Windemere Real Estate LLC

Regional Office: 509.751.8511  
Portland Office: 503.245.1188  
Commercial Office: 509.627.1990

Home | Site Tours | Sell Your Home | Commercial | 2008-2009 | New Construction | Community Information | Member | About Us | Careers

**Agent Directory**

View an Agent  
Commercial Agent

Search for a Realtor by:  
Area part of name:   
Sales Office:

**Map Search**  
Use our map based search to find your home. See a map of homes.

**Quick Search**  
Search:  No Map   
Date:  Date:

**Featured Homes**

**Realtor Roster**

 Dionda Alberta Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings	 Michelle Bridges Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings
 Candice Bruchman Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings	 Dan Bruchman Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings
 Tanya Callan Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings	 Debbie Cooper Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings
 Judy Coffey Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings	 Wendy Davis Phone: 509.245.1188 Office: 509.245.1188 Cell: 509.245.1188 View My Listings

Realtor Roster

**Featured Open House**



**Date: Saturday, May 14, 2008**  
**Time: 1:00 - 4:00 pm**  
**12453 W. Pine River Lane  
Anytown, WA 02563**  
[Property Details »](#) | [All Upcoming Open Houses »](#)

Featured Open House

## Enhance Your Online Presence

Active Website offers web-based marketing solutions that simplify the way our clients do business as well as enhance online presence and prestige. Our major marketing tools and technologies are explained in further detail below.

### Data Display

IDX (Internet Data Exchange) or RETS (Real Estate Transaction Standard) bridges communication between brokerages, agents and customers, allowing access to all the active listings on the market. It is essential for brokerages to have IDX or RETS data on their site because it provides the consumer a one-stop shop for all available properties on the market. This vital data is the heart of our systems and modules.

### Open Houses

The Open House feature can greatly reduce print costs by lowering the number of properties advertised in the newspaper and other print media. Instead, marketing efforts can be refocused to the website, thereby increasing exposure and customer contact.

Adding an Open House to the website is easy – just give the property a title, and enter the MLS number along with the dates and times.

### Revenue Opportunity: Open Houses

Agents can be charged a low monthly fee to the brokerage for Open House spots, offsetting Active Website costs.



**Active Website**

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Lakewood, Colorado 80228

**National**

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**Local**

303-290-7440

**Fax**

303-479-8333

**Email**

info@activewebsite.com

**Web**

www.activewebsite.com

**Featured Homes**

Featured Homes provides clients with a tool that will dramatically increase a property’s visibility on the site and on the major Search Engines. The Featured Homes display on the main corporate home page and throughout the site. Also, when a prospective customer is conducting a search, for example if they are looking for a \$400,000 condo in the downtown area, the site will display Featured Homes that meet their market area and price criteria.

The administrative side of creating Featured Homes is as easy as giving the property a title, and entering the MLS and the time frame.

**Revenue Opportunity: Featured Homes**

Agents can be charged a low monthly fee to the brokerage for Featured Homes spots, further offsetting Active Website costs. This opportunity may become highly sought after by limiting the number of homes allowed to display as well as the time frame.

**Realtor Roster**

The Realtor Roster displays all the Realtor credentials and bios in one centralized area. Adding and editing this information is done through a user-friendly control panel. The broker or agent can easily change content, update photos, add links and even upload a personal brochure.

**Rental Application**

Due to the increasing demand for rental coverage on brokerage sites, we have developed a rental application that is simple to fill out and submit. This application feature streamlines the rental process.

**Rental listings may include:**

- Photos
- Information about property amenities
- Property comments



Rental Listing Page