

December 18, 2009

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Enterprise Network Member, Milestone Realty Consultants, Launches New Website

FOR IMMEDIATE RELEASE

Kentucky based real estate company, [Milestone Realty Consultants](#), has just launched their new website in collaboration with [Active Website](#). Understanding the importance of their customers, Milestone's website was designed with enhanced usability based around the needs of their users. By establishing a more customer-centric business model, Milestone is working towards meeting consumer technology demands.

Milestone's new website boasts a variety of new features including [mapping technology through Google Maps](#), advanced search engine optimization and social networking integration, to name a few. Another new enhancement is the "Where do I go Next?" section on the bottom of website subpages. This provides customers with expanded opportunities for relevant browsing, allowing maximum usability by establishing pre-engineered click paths for users.

Additional website highlights include:

1. Three different options for Individual Property Websites (IPWs) featuring luxury [Kentucky homes](#) and providing enhanced listings with photos, videos and floor plans.
2. Milestone Agent Websites powered by the corporate site. These sites offer continuity while incorporating each agent's individual branding.
3. [Multimedia](#) integration of virtual home tours, property websites and ad archives.
4. The combination of [social networks](#), [blogs](#) and mobile devices to provide real time data to customers.
5. New [customer membership program](#) to allow customers to create an account for receiving email alerts when properties match their criteria and lets users share properties with their agent, family and friends.
6. Streaming city video tours to provide an overview of the entire community and surrounding areas.
7. Comprehensive [community information](#) that provides links of interest along with market statistics covering demographics, recreation and schools.
8. Syndication to numerous top real estate sites including [Zillow](#), [Trulia](#) and [HGTV's Frontdoor](#) that feature great [Georgetown homes](#), [Richmond property](#), and more.

"We believe this new technology will help position us as the number one real estate company in the region as we move forward into 2010. Milestone has always been dedicated to providing the best tools and resources to our customers and agents and we look forward to the opportunities that await us as in the future," says Milestone's Managing Broker, Judy Craft.



Real Estate Technology
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Creating a useful and engaging experience for users, Milestone's web platform has made available a vast amount of resources that encourage customers to explore the site with ease. With the use of cutting-edge tools, features and content, the new layout and navigation will help increase Milestone's SEO standing while maintaining current clients and attracting new customers to their site as well.

About Milestone Realty Consultants

With a heritage deeply entrenched in the real estate industry, the founding family of [Milestone Realty Consultants](#) has been a pillar of the Central Kentucky community since 1959. Starting as a family owned business, Don and Mira Ball have built their real estate company from a family owned and operated homebuilding company along with their three children, into one of the most professional and respected real estate companies in the nation. The success of Milestone has been unsurpassed in Kentucky by attracting many of the area's most seasoned real estate professionals searching for a company with an emphasis on customer service.

Truly a "one-stop shop," the Milestone team is comprised of a Real Estate Division with offices in [Lexington, Louisville, and Georgetown](#), [Walden Mortgage Group, LLC](#), Walden Title, an in house [Rental Division](#) and a truly outstanding [Relocation Division](#). Milestone Realty Consultants and its exemplary agents adhere to "A Higher Standard" which ensures quality services for all their clients.

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 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. Real Estate](#), [Helen Adams Realty](#), [The Kentwood Companies](#), [LandVest](#), [Milestone Realty Consultants](#), [N.T. Callaway Real Estate Broker, LLC](#), [Windermere Tri-Cities](#), [Wright Kingdom Real Estate](#), [Sonnentalp Real Estate](#), [Residential Properties Ltd.](#), [Charles Reinhart Company Realtors](#), [Smith & Associates Real Estate](#), [Danberry Realtors](#), [Skogman Realty](#) 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 [products](#) and [services](#), as well as an extensive [portfolio](#) and client testimonials. Visit www.activewebsite.com for more information.

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