

February 25, 2010

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Milestone Realty Consultants wins Award for *Best Website by an Associate*

FOR IMMEDIATE RELEASE

Active Website would like to congratulate [Milestone Realty Consultants](#) for winning the “Best Website by an Associate” award presented by the [Home Builders Association of Lexington \(HBAL\)](#) Sales and Marketing Council. The *Salute to the Stars 2009* ceremony was held on February 20, 2010 and recognized HBAL members’ outstanding achievements.

The Home Builders Association of Lexington is a trade association formed in 1952 and is comprised of more than 1,200 members, including developers, remodelers and builders throughout Central Kentucky. As an affiliate of the [Home Builders Association of Kentucky](#) and the [National Association of Home Builders](#), the HBAL represents the home building industry by serving their local community through established ethical and professional standards. Members of the association are dedicated to the continued education and success of its members by being proactive in the legislative process, creating a positive business environment and promoting affordable home ownership for the entire community.

Milestone’s website offers many enhanced options for their users including:

- The integration of a “Where do I Go Next?” button guiding users to other pages within the site for relevant browsing
- Mapping technology through Google Maps
- Comprehensive [community information](#), including video tours of the local neighborhoods and surrounding areas
- [Social network](#) integration, a [corporate blog](#) and the ability to access property listings from mobile devices
- Easy access to property searches from the homepage

“With the inclusion of Milestone into the Enterprise Network, they now have access to technology and a variety of resources previously unavailable to independent real estate companies. Winning this award solidifies Milestone’s dedication in creating a more user-friendly website and, as a result, they have established themselves as the authoritative source when it comes to the Kentucky real estate market,” states Ido Zucker, Managing Partner and Enterprise Project Director at Active Website.

Having just launched their new website with [Active Website](#) last year, Milestone’s site was designed specifically with the user in mind. Boasting many features for enhanced usability, Milestone is the expert when it comes to the buying or selling of [Kentucky](#)



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houses. Serving the central Kentucky area from Lexington homes to Richmond Property, Milestone has been a pillar of the community for over 50 years and takes pride in meeting all of their customer's real estate needs.

Milestone also took home several other awards at this year's *Salute to the Stars*. To see a complete list, read Milestone's newsletter covering the event.

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 Real Estate, Inc., The Group, Inc., Helen Adams Realty, The Kentwood Company, LandVest, Milestone Realty Consultants, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, Danberry Realtors, Skogman Realty, Turpin Real Estate, 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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