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# Active Website Partners with NINJA Selling to Offer Special Benefits to its Enterprise Network Members

FOR IMMEDIATE RELEASE

Denver, CO – Active Website is partnering with NINJA Selling in 2009 to offer their Enterprise Network Members exclusive access to the NINJA Program and the services and products it offers. NINJA Selling is a nationally recognized program that was created by Larry Kendall and the Group, Inc. Real Estate. Its foundation is based on a philosophy of building relationships, listening to the customer, and then helping them achieve their goals. It is less about selling and more about helping people buy.

“One of the goals of the Enterprise Network is to bring qualified vendors together to help in various aspects of our client’s business,” said John Gadeken, Enterprise Network Director. “When evaluating the consulting and education companies, including feedback from the Network, we were excited to incorporate the NINJA platform into the Enterprise Network.”

**The following are a few of the outlined benefits the Enterprise Network Members will experience as a result of this agreement:**

1. There will be branded content available for the Broker to distribute to agents that want to get on the NINJA path.
2. A game plan will be developed for companies that want to introduce the NINJA program into their business outlining what steps to take
3. NINJA speakers will be occasional guest speakers on monthly Enterprise conference calls and at other Enterprise Network events.
4. Active Website will provide Brokers with email content on the NINJA Program
5. The Broker can use this content to post on internal blogs, send out in digital newsletters and printed material. (The concept is to give the Broker great content—a huge benefit to existing agents and in the recruiting of new agents.)
6. NINJA will promote the Active Enterprise Network as a preferred vendor and partner on the NINJA website. This will help with SEO rankings and bring value to the Network.
7. The Active Website team will be looking to incorporate NINJA consulting and training into our Active Enterprise software.
8. There will be tailored consulting and information available for all Enterprise Network Members.



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**Through this partnership Enterprise members will have access to more than just the Ninja classes. Members will also receive:**

- Discounts on the NINJA CD's and sales materials (normally requires a Level Two membership)
- Access to a special NINJA Training Class that is taught by Larry Kendall in Colorado for managers. This will be introduced in 2009.
- All Enterprise Network agents get a FREE Level One membership to the NINJA Network which includes the "Ninja News" e-newsletter and "The Real Estate Insider", an electronic version of The Group, Inc.'s newsletter.

**As a result, Brokers can provide the following benefits to their Agents:**

- A FREE Level One membership to NINJA Nation
- A FREE month of membership to Level Two
- Discounts on NINJA training materials
- Discounts to NINJA shop

This partnership opens up the NINJA doors to the Enterprise Network. Companies who have followed the NINJA Path have experienced sales results that far out perform the general market and with access to all of its services and products at a discounted rate, Active's Enterprise Network is one step ahead of the competition. For more information on NINJA Selling visit [www.ninjaselling.com](http://www.ninjaselling.com)

**About the Enterprise Network**

The Enterprise Network member base is by invitation only. It is comprised solely of private Real Estate firms, meaning no national brands are accepted. We only work with one company per market place. This exclusivity allows for open collaboration and sharing of information within The Network, free from any conflict of interest. The goal for our members under the Enterprise Network umbrella is that they gather to address the technology demands that are emerging in today's changing Real Estate markets, and together 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 design and 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, 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 its Real Estate technology offerings, as well as an extensive portfolio and client testimonials. Visit [www.activewebsite.com](http://www.activewebsite.com) for more information.



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**About NINJA Selling**

Ninja Selling is a sales system developed by Larry Kendall and The Group, Inc., Real Estate Associates in Colorado and is now taught nationwide. The system is based on a philosophy of building relationships, listening to the customer, and then helping them achieve their goals. It is less about selling and more about helping people buy.

Ninja Selling helped The Group, Inc. be recognized by *Realtor Magazine* (July 2005) as the “highest salesperson productivity company in the United States” as measured by transaction side per sales associate.

It is called Ninja Selling because one of The Group sales partners who helped develop the system was nicknamed “The Ninja” by the staff in his office. He had great sales volumes, great customer satisfaction and referrals and yet seemed to have a life outside of his career. Larry Kendall began documenting the sales systems used by the original Ninja and other top sales people at The Group. Ninja Selling is the result.

Ninja Selling is based on a belief in abundance and the power of focused energy and synergy with others. The symbol used for Ninja Selling is the Japanese symbol for “Ki” or the universal energy (spirit) that connects all things. Ninja Selling is based in the philosophy of the non-violent martial art, Aikido—the way of harmonizing energies.

**The mission of Ninja Selling is to do 3 things:**

- Increase your income per hour.
- Increase your customer satisfaction.
- Improve the quality of your life.

-End-



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