

December 12, 2008

ACTIVE WEBSITE CONTACT

Media Relations

Phone

888-293-1750

Fax

303-479-8333

Email

info@activewebsite.com

Web

www.activewebsite.com

Active Website Launches Latest Enterprise Network Member, N.T. Callaway Real Estate

FOR IMMEDIATE RELEASE

Denver, CO – Active Website has launched a new N.T. Callaway Real Estate website. This new website updates the look and feel of N.T. Callaway's online presence and will allow their business to grow and thrive in the prominent online real estate industry. N.T. Callaway serves central New Jersey and eastern Pennsylvania through its three offices and over 100 agents. Find them online at www.ntcallaway.com.

N.T. Callaway Real Estate welcomes many new features and benefits including:

1. Advanced Search Engine Optimization (SEO)
2. Customer LifeCycle Management
3. Individual Property Websites (IPWs)
4. Individual Realtor Websites (ReBrands)
5. Enhanced tools for listing and streaming video
6. Customer and Agent reporting tools
7. Mobile Technology Interfaces
8. Advanced Mapping technology through Google Maps

The most prominent feature of the new site is its addition of Active Website's map search powered by Google Maps. This mapping platform features advanced search options, better print views, driving directions, map and satellite views, and Google's street view. It even offers a polygon search refinement tool that allows the user to search for properties within a defined boundary. Active Website and Google Maps take the user straight to a property's doorstep.

In addition to property plotting, Active Website's map search includes Points of Interest (POI) data which allows the user to create a search based on criteria such as schools, golf courses, recreation areas, shopping, etc. POI searching allows map users to see detailed information about places and services available around N.T. Callaway properties and aids users in getting a better feel for neighborhoods and how they meet their lifestyle requirements.

These new features allow N.T. Callaway to increase their digital footprint, keeping them ahead of their competitors and on the forefront of real estate industry technology. Implementing these features also ensures N.T. Callaway will attract additional web customers and reach a new pool of buyers and sellers. LifeCycle, Active Website's lead management system, helps them to manage new and current customers and



**Real Estate Technology
for Market Leaders**

December 12, 2008

ACTIVE WEBSITE CONTACT

Media Relations

Phone

888-293-1750

Fax

303-479-8333

Email

info@activewebsite.com

Web

www.activewebsite.com

move them through the buying or selling process more effectively. Overall, the new www.ntcallaway.com will be a huge improvement to business and will bring N.T. Callaway new levels of online success.

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. Active Website only works 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 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 web design and development. 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, Charles Reinhart Company Realtors, Residential Properties Ltd. and N.T. Callaway 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.

About N.T. Callaway Real Estate

Norman "Pete" Callaway founded N.T. Callaway Real Estate in 1974, opening his first office in Princeton, New Jersey. Today, with two additional offices, N.T. Callaway brokerage services cover Mercer, Middlesex, Hunterdon, and Somerset Counties in New Jersey, and Bucks County, Pennsylvania. Ranked as a premier real estate company with a roster of over 100 sales associates, N.T. Callaway has grown to become one of the largest and most respected family-owned real estate firms in the tri-county area.

The N.T. Callaway team includes top professionals in the region; many have been with the firm for fifteen years or more. They provide unmatched experience and service, guiding clients through every step of buying or selling a house. N.T. Callaway's in-house marketing department develops high-end customized materials and programs. These exclusive marketing tools provide clients with access to both national and worldwide audiences.

Visit www.ntcallaway.com for more information.

-End-



**Real Estate Technology
for Market Leaders**