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Enterprise Network Members Gain Recognition for Excellence in Web Design

FOR IMMEDIATE RELEASE

Congratulations to Enterprise Network Members [Wright Kingdom Real Estate](#), [The Kentwood Companies](#) and [Smith & Associates Real Estate](#) for receiving the 2009 Website Quality Certification presented by Leading Real Estate Companies of the World (LRE).

In 2009, Leading Real Estate Companies of the World established the [Website Quality Certification](#) (WQC) designation in order to recognize standout websites across LRE's network of over 600 companies. Setting a standard of excellence for all LRE members to strive for, the recipients of the 2009 WQC were chosen for their website's innovative design, functionality and execution.

The winning websites were evaluated on the following criteria:

- Standard Compliance and Cross-Browser Compatibility
- Functionality and HTML quality
- Creativity/Graphic Design and Website Content
- Overall Website Usability
- Human Interactivity
- Customer Service and Client Respect
- Search Engine Optimization Strategy
- Benchmarked Results and Monetization

For more detail about the above criteria, read the [WQC Brochure](#).

"Because of the ever-changing landscape of technology, a real estate company's website plays a significant role when it comes to buying or selling a home. As the internet evolves, so does the state of website development. Having three of our clients gain this recognition is a testament to our commitment in leading the industry in technology," states Ido Zucker, Managing Partner and Enterprise Project Director at Active Website.

Once again the [Enterprise Network](#) sets the bar high for website standards. Whether you're looking into [Boulder real estate](#), the [Denver real estate](#) market or [Tampa homes for sale](#), these three companies understand the importance of a strong web presence. Because [Active Website](#) is dedicated to staying up-to-date on current usability trends, Enterprise Network websites boast many features including interactive maps and blogs, personalized individual property websites, advanced reporting tools, an online



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inquiry management system and numerous enhancements that create a more user-friendly experience.

By receiving this honor, Wright Kingdom Real Estate, The Kentwood Companies and Smith & Associates Real Estate are able to gain more exposure and increase their websites' visibility. Sharing a technology platform only available to members of the Network, Active Website is sure to see many more great achievements in 2010 as the Enterprise Network paves the way for market leaders.

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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