

May 24, 2010

For Active Website media relations, please contact:

John Gaden
Enterprise Team

Phone
888-293-1750 ext. 0114

Fax
303-479-8333

Email
johng@activewebsite.com

Web
www.activewebsite.com

The Active Enterprise Network Partners with Onboard Informatics

JOINT PRESS RELEASE

Denver, CO – [The Active Enterprise Network](#) has just announced their partnership with [Onboard Informatics](#) that will provide the means by which top companies in real estate, media and technology answer consumer questions about the communities in their region. Whether customers are new to the area or relocating to a different neighborhood, Onboard's data provides the necessary market information to make an informed decision.

Since 2001, Onboard has provided comprehensive real estate data solutions to innovative companies within the industry. As a premier data and technology company, Onboard offers its expertise in data aggregation, standardization and integration in order to transform complex information into meaningful solutions to better meet the demands of today's consumer. Because of this partnership, The Network is able to stay ahead of consumer expectations by further enhancing the usability of Enterprise sites.

Plans for integration are currently underway as [Active Website](#) customizes the product to fit the exact needs of The Active Enterprise Network. Based off the results of our recent usability studies, accurate and relevant data is more important to consumers than ever before. Because of this, the data will be implemented directly into each client's website while adhering to their individual branding guidelines with the option to choose from a combination of the following data packages:

1. **Basic School and Community Data:** Provides market statistics including achievement data, teacher information, population density and demographics that allow customers to compare neighborhoods in their area.
2. **Great School Ratings and Reviews:** Provides testimonials from others in the community regarding the quality of local schools and districts that go beyond just numbers and statistics.
3. **Points of Interest (POI) Data:** Provides customers the opportunity to view specific POI data in a desired community including local landmarks, parks and attractions, along with nearby shopping, restaurants and emergency services.
4. **AVM and Property Trending:** By entering the address of a property, customers are provided a list of recent home sales and a valuation estimate based on recent home prices and comparable properties. Property trending is a two year average value trending.

"We're very excited about releasing this product to our clients as an added benefit of membership. Utilizing Onboard's market data and providing customers relevant information about their area of interest is an important step for improving the user experience. By increasing the stickiness of our sites with rich community content, the broker will become the authoritative source and a trusted point of reference for area expertise," states Ori Staub, Managing Partner at Active Website.



Real Estate Technology
for Market Leaders

May 24, 2010

For Active Website media relations, please contact:

John Gadeken
Enterprise Team

Phone
888-293-1750 ext. 0114

Fax
303-479-8333

Email
johng@activewebsite.com

Web
www.activewebsite.com

About the Enterprise Network

The Active 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., Helen Adams Realty, The Kentwood Companies, LandVest, Inc., Milestone Realty Consultants, N.T. Callaway Real Estate Brokers, LLC, Windermere Tri-Cities Real Estate, Wright Kingdom Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, The Danberry Company, Skogman Realty, Turpin Real Estate, Santa Fe Realty Partners, as well as several new members to be announced soon.

-End-



Real Estate Technology
for Market Leaders