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# The Active Enterprise Network Integrates One Click Login

## PRESS RELEASE

Denver, CO – [The Active Enterprise Network](#) has again raised the bar for customer convenience by integrating One Click Login across the entire Active Enterprise Network. Now each Enterprise Network member can provide to their customers the same easy login method they are accustomed to using on sites such as Yahoo, Blogger, AOL and Flickr – just to name a few.

Additional benefits this feature provides to customers include:

**Convenience:** No long forms are required to sign up or login. Because One Click Login uses both Gmail and Facebook Connect, it allows quick access to a broker's website. One Click Login also keeps customers from having to remember multiple login names and passwords.

**Saves profile and preferences:** When a customer returns to a Network member's website, they can pick up where they left off. Profiles are saved and easily accessed, and preferences are stored and changeable.

**Mobile:** Even on-the-go a customer can login to a member's website on an iPhone or Android using One Click Login and be afforded the same functionality and convenience.

"One-Click Login is an exciting technology that makes it easier for users to register an account without needing another username and password, thus reducing the barrier between registration and site usage. It also serves as a 'building block' towards enabling rich social integration between the website and Facebook," states Ori Staub, Director of Technology at Active Website.

The Active Enterprise Network's One Click Login feature is the first of its kind in the Real Estate Industry. With the data gathered through Google and Facebook, The Active Enterprise Network is able to create a more direct – and more importantly, a less intrusive – marketing campaign. As a result, The Network is able to create personalized search results for customers from this information. For more information on this new feature, read our blog post, [Active Website Releases One Click Login](#).

## 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.



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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](#), [The Hasson Company](#), as well as several new members to be announced soon.

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