

ReBrandable Websites for Realtors



ReBrandable Website Homepage



Custom Agent Details

Strengthen Your Image

Active Website secures our client reputations with individual ReBrandable Agent websites that reflect a professional and unified design and maintain continuity with the corporate site. ReBrandable Websites are preferred to allowing agents to create their own sites because it strengthens the corporate site, increases SEO (Search Engine Optimization), and streamlines business.

What is a ReBrandable Website?

The ReBrandable Website is created with an easy to use template that utilizes the original branding from the corporate site and harmonizes it with our Lead Management software. The Agent website is very similar to the corporate homepage in layout and design as well as features which include local Community Content, Virtual Earth Map Search technology, and IDX listings. These features would normally require an extravagant fee per site, however because the ReBrandable Website is synchronized with the corporate site, the technology can be offered at no extra cost.

The Agent Site differs from the corporate site in that it may feature an Agent bio, a sizable photo, and display alternative color themes. All leads that are generated from the particular agent's site are automatically entered into that agent's own administrative area as opposed to lead information generated from the corporate site.

The agent's listings display in the Featured Homes section of the individual site. If the agent does not currently have any listings, their Featured Homes default to the corporate inventory to supplement their listings.



Active Website

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Revenue Opportunity

Whether you want 1 or 1000 ReBrandable sites, we bundle our fees so there is no extra charge for each website. As a revenue opportunity, agents can be charged a low monthly fee to the brokerage. The personalized site not only offers an amazing business solution for individual agents, but also offsets Active Website costs.

Recruiting Tool

Offering ReBrandable Sites will set your brokerage apart from the competition. All of the elements that comprise a ReBrandable Site are ahead of the technology curve and are sure to be an impressive incentive for any prospective agent.

SEO Advantage

Because the corporate site and the ReBrandable Sites are synchronized, traffic going to any of these sites will catch the attention of Search Engines and boost the company's placement in the rankings. Higher SEO means more business for everyone.



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