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Enterprise Network Member Charles Reinhart Company Realtors Go Live on New Web Platform

FOR IMMEDIATE RELEASE

Denver, CO – Active Website Enterprise Network Member, Charles Reinhart Company Realtors, launches a new website at www.reinhartrealtors.com. Built on the PHP-based Active Platform 2.0, the website exceeds current technology demands and will leverage the company to new levels of business.

“Reinhart Realtors are going to experience a new level of business on the PHP Platform,” said Ido Zucker, Project Director for Active Website. “The tools now available to browsers, the Broker, and its Realtors are impressive and will help Reinhart meet the growing demand for technology in the real estate market.”

With a total of 8 offices and well over 100 agents, the new platform allows for a greater consolidation of leads and inquiries which will allow Reinhart’s agents to better service the needs of homebuyers and sellers in the market. The new website also provides an online interface where people can connect to Reinhart Realtors and the real estate markets they service.

According to Marsha Volchoff, Vice President of Operations for Reinhart Realtors, “the new website is an impressive application that allows us to greatly improve the quality of service that we offer our staff and clients.”

Charles Reinhart Company Realtors welcome many new features and benefits with the launch of the new website 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. Advanced mapping technology
8. Market exclusivity for the Ann Arbor, MI marketplace

The broker also receives the benefits of the Active Website solution with an ROI program which has the potential to not only offset the company’s technology fees, but to also turn a profit. The program includes individual agent websites, featured homes, open houses, video sales, and several other features which are charged back to participating agents.

According to the Reinhart website, “Since 1971, Reinhart has had a unique perspective on Washtenaw County and the surrounding communities: a view



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from the top. As the area's leading real estate Company, Reinhart has an unparalleled understanding of the special places and people that make this such an extraordinary place to live."

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. We only work 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 our 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 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. Real Estate, The Kentwood Companies, Windermere Tri-Cities Real Estate, Wright Kingdom Real Estate, Sonnenalp Real Estate, and Charles Reinhart Company Realtors, as well as several new members soon to be announced.

The Active Website site provides detailed information about each of its real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

About Charles Reinhart Company Realtors

Reinhart is a 36-year-old full service real estate company headquartered in Ann Arbor, the home of the University of Michigan. Over the years they have expanded to eight offices in five communities. Their eight offices serve Washtenaw, Jackson, southern Livingston, western Wayne and northern Lenawee Counties.

Their services include:

- Residential Sales
- Corporate Relocation Services
- Mortgage Services/Ann Arbor Mortgage Company, LLC
- Commercial Sales/Leasing/Property Management
- Residential Leasing/Property Management
- Apartment Locator Division/RentFAST



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