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## Charles Reinhart Company Realtors Launches Redesigned Website

FOR IMMEDIATE RELEASE

Denver, CO – Active Website is proud to announce the launch of the newly redesigned [Charles Reinhart Company Realtors](#) website. Serving the [Ann Arbor real estate](#) market in Michigan for over 40 years, Reinhart specializes in real estate from [Saline homes](#) to [Chelsea homes](#) for sale. With access to the latest cutting-edge tools and technologies, Reinhart will be able to increase traffic to their sites while providing a more user-friendly experience for customers.

Reinhart's redesign allows for easy navigation, provides enhanced functionality, and encourages customers to explore communities through photos, video tours and comprehensive neighborhood information. Because of Reinhart's desire to better serve its clients', the redesign focused on three main areas of their website: the homepage, the property search pages and agent websites.

*"Reinhart's website was already the top-rated real estate site in the surrounding market area. This evolution was specifically aimed at enhancing the user experience even more by incorporating the feedback we've received over the years and data from scientific usability studies that were conducted. Our goal was to create a visually beautiful site with the simplest possible navigation, while continuing to showcase the sophisticated technology and content that we're known for. I'm very proud of the end result,"* Marsha Volchoff, Vice President at Charles Reinhart Company Realtors.

The homepage now features easy to access buttons for the most-visited areas of the site, including "Search for Homes", "Sell Your Property", "Open Houses" and "Property Alerts". Furthermore, the background color was changed after usability tests revealed that users tend to spend more time on sites with white backgrounds. In addition to the corporate website, the agent websites and property search pages inherited the more sophisticated and streamlined look of the parent site with an updated landing page and new design template.

### Other enhancements to the site include:

- "Just Listed" property links on the homepage
- A slideshow on the homepage that includes community photos with captions utilizing Reinhart's top keywords
- Easy access to community information from the homepage
- Community content written with SEO in mind
- Improved list view on agent search page
- A more refined look to Property Search and Property Results page
- Ability to access Property Alerts and Reinhart Rewards from the homepage



Real Estate Technology  
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Having set the standard for their commitment to quality, it's no surprise that Reinhart has been the market leader since its inception in 1971. To view Reinhart's website, visit [www.reinhartrealtors.com](http://www.reinhartrealtors.com).

**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](http://www.activewebsite.com) for more information.

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