

May 27, 2009

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

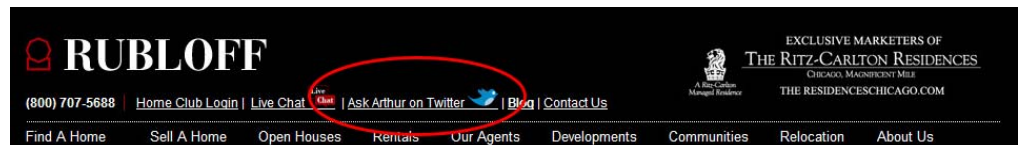
Rubloff Increases Focus on Social Networking Strategy

FOR IMMEDIATE RELEASE

Denver, CO — Rubloff Residential Properties has updated their brokerage websites, Rubloff.com and HarborCountry.Rubloff.com with a focus on social networking. This strategic move seamlessly integrates Rubloff's social networking efforts with the brokerage sites, further connecting their consumers with the brokerage. Visit Rubloff Residential Properties online at www.rubloff.com or www.harborcountry.rubloff.com.

Rubloff is an early adopter of this forward-thinking strategy, as many brokerage sites throughout the industry have yet to completely incorporate social networking into their websites. Rubloff's integration of social networking began earlier this year when they updated their homepage with a news feed of their Market Pulse blog. This feed features Rubloff's most current online articles and news posts. By bringing this information to the front of the website, Rubloff directs consumers to the blog, keeping them continually up-to-date.

The newest updates to the Rubloff website include the addition of multiple quick links to the numerous social networking outlets that Rubloff participates in. An updated header now features an "Ask Arthur on Twitter" link that will direct them to Rubloff's Twitter page, where consumers are encouraged to "Ask a Rubloff Residential Properties agent a question about Chicago Area Real Estate, local communities, or currently available properties". By placing this prominent link featuring the Twitter logo on the header, patrons are given instant access to Rubloff's Twitter page. The link will work to further engage visitors and quickly build followers of Rubloff's newest social networking outlet.



A new footer features a "Follow Us On" bar that has links to Rubloff's other social networking outlets including Facebook, LinkedIn, Flickr and YouTube. Rubloff's public pages and channels are displayed so that consumers don't have to have an account to view what Rubloff is doing online, creating one more way Rubloff is intelligently connecting to the consumer. By choosing to feature their social networking efforts in such prominent areas, Rubloff empowers their social networking strategy as a go-to source for consumers. Rubloff is as an industry leader, and progressive strategies such as these are part of what makes them relevant trend-setters.



Real Estate Technology
for Market Leaders

May 27, 2009

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

About Rubloff Residential Properties

Founded by Arthur Rubloff in 1930, the company is the largest real estate company of its kind in the Chicago area. The founder is most famous for “changing the face of real estate” because of his involvement in developments that shaped the city’s predominant skyline.

With new ownership in 1996, Rubloff now has seven offices in the Chicago area and averaged more than \$6.0 million in sales per agent last year. More Rubloff sales associates are Quality Service Certified (QSC) and have earned Graduate of Realtor® Institute (GRI) and Certified Residential Specialist (CRS) designations than at any other real estate office in the Chicago area.

Visit www.rubloff.com for more information.

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 that they gather 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., Rubloff Residential Properties, The Group, Inc., Helen Adams Realty, The Kentwood Company, LandVest, Milestone Realty, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Residential Properties Ltd. and Charles Reinhart Company Realtors 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 for more information.

–End–



Real Estate Technology
for Market Leaders