

November 2, 2009

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## Skogman Realty Becomes Newest Enterprise Network Member

FOR IMMEDIATE RELEASE

Denver, CO – Active Website is excited to announce the continued growth of the Enterprise Network through its newest member, Skogman Realty. This Iowa-based company boasts over 180 associates in four locations, making them the largest independent real estate company in the East Central region of the state. Founded in 1973, Skogman makes up one-third of all real estate sales in the area and is consistently ranked among the top 300 real estate companies in the country. With annual sales reaching over \$400 million, Skogman remains a market leader and recognized name in the community.

Skogman is also the first member of the Enterprise Network to boast their own home building division, Skogman Homes. Skogman Homes feature bright, spacious floor plans with amenities that enhance the living environment. By joining the Enterprise Network, the strength of Skogman's connections and home building services will grow even stronger.

Skogman upholds their reputation for outstanding customer service by providing residential and commercial properties, on-site mortgage consultants, an extensive business development and relocation assistance program, as well as abstracting and title services. By teaming up with Active Website, Skogman will increase their digital footprint, allowing them to reach more online customers and serve their business needs more effectively. With so many resources at their disposal, Skogman will exceed the expectations of buyers and sellers alike.

Active Website is thrilled to have Skogman Realty as an addition to the Network. John Gadeken, Enterprise Network Director at Active Website, is looking forward to the opportunities that will arise from this partnership. "We are excited to collaborate with such an outstanding company as Skogman Realty. They bring a lot of value and knowledge to the Network and as we move forward into the new year, the shared experience between Skogman and Active Website will help solidify the goal of remaining market leaders in the Real Estate Industry."

**As a member of the Enterprise Network, Skogman Realty will gain many technology solutions, including:**

1. Advanced Mapping Technology through Google™ Maps
2. Search Engine Optimization (SEO) Techniques
3. Individual Property Websites (IPWs)
4. A Personalized Individual Agent Website Program
5. Customer LifeCycle Management
6. Advanced Reporting Tools
7. Access to Tobii Technology's Usability Eye Tracking Hardware and Software



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“It is undeniable that a broker’s internet presence has become the most critical component to a successful marketing mix. Today, a company’s web presence needs to be a living breathing organism in need of being constantly updated and refreshed. Therefore, the services provided by your traditional website developer are quickly becoming obsolete. Skogman Realty was looking for a technology partner that would ensure we are the best site in our market the day we launch and from that point forward. We are confident that we have found what we were looking for. We did not hire a vendor for the next 6 months; instead we found a partner for the future in Active Website,” says Chris Skogman, President of Skogman Realty.

**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., 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., Charles Reinhart Company Realtors, Smith & Associates Real Estate, Danberry Realtors, Skogman Realty 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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