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Skogman Realty Launches New Website on Enterprise Platform

FOR IMMEDIATE RELEASE

Denver, CO – Iowa based real estate company, [Skogman Realty](#), has recently launched their new website in collaboration with [Active Website](#). Serving the East Central region of Iowa from [Iowa City](#) and [Corridor homes](#) to [Cedar Rapids home for sale](#), Skogman is the largest independent real estate company in the area. Making up one-third of all real estate sales in the region, it is crucial for Skogman to have a website that meets the technology demands of their customers.

Implementing new and innovative technology was important in ensuring the new site achieved Skogman's business goals and objectives. The new site showcases several advanced features including the integration of Onboard Informatics market data, a new multi-select tool on the advanced search pages and a multimedia section encompassing [social media](#), [mobile devices](#) and [Skogman's televised homeshow](#).

Additional site enhancements include:

1. [Homepage](#) text scroller highlighting key terms and directing users to specific pages or company events.
2. Advanced search options through Google Maps that display property locations on a live map and allow visitors to see nearby points of interests.
3. Continuity between broker and agent websites that adhere to Skogman's branding guidelines.
4. [Property Alerts](#) account for creating custom property searches and receiving notifications when properties matching a user's criteria become available.
5. Property details page that includes information most important to customers in a tabbed format for added usability.
6. Side navigation bar combining familiar features like "Recently Viewed" and "Favorite Properties" on search pages.
7. Sophisticated Individual Property Websites (IPWs) with custom URLs that include property photos, video tours, floor plans and more. For properties over \$400,000, the option to upgrade to an enhanced signature series is available.
8. A customized Search Engine Optimization (SEO) strategy.
9. Comprehensive [community information](#) for additional SEO benefit.

"Our customers are the key ingredient in developing sustainable and long-term traffic to our websites. The newly redesigned site was built from the ground up, allowing Skogman to streamline the various features and incorporate revolutionary user interface techniques to enhance the customer experience. By remaining on the cutting-



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edge of today's online market, Skogman is equipped with the tools and resources needed to ensure their standing as market leaders," states Ido Zucker, Managing Partner at Active Website.

About the Enterprise Network

The Active 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 Realtors, The Group, Inc., Helen Adams Realty, The Kentwood Companies, LandVest, Inc., Milestone Realty Consultants, N.T. Callaway Real Estate Brokers, LLC, Windermere Tri-Cities Real Estate, Wright Kingdom Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, The Danberry Company, Skogman Realty, Turpin Real Estate, Santa Fe Realty Partners, as well as several new members to be announced soon.

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