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Newest Enterprise Network Member, Smith & Associates Real Estate, is Live on Enterprise Platform

FOR IMMEDIATE RELEASE

Denver, CO — The newest member of the Enterprise Network, Smith & Associates Real Estate, is now live on the Active Website Enterprise Platform. The Florida-based brokerage has over 150 agents serving the Tampa Bay Area. Founded over 40 years ago, Smith & Associates Real Estate is known for its luxury presence, creative marketing, community involvement and market dominance. The Enterprise Platform increases Smith & Associates Real Estate's digital footprint, allowing them to reach more online customers and serve their business needs more effectively. View the new Smith & Associates Real Estate website online now at www.smithandassociates.com.

Features and benefits of the Smith & Associates Real Estate website include:

1. Advanced Mapping Technology through Google™ Maps
2. Social Networking Integration
3. Advanced Search Engine Optimization
4. Individual Property Websites (IPWs)
5. Individual Realtor & Team Websites (Rebrands)
6. Customer and Agent reporting tools
7. Mobile Technology Interfaces

Smith & Associates is known for strong social and business networking and dedication to the local community. Accordingly, Smith & Associates has chosen to incorporate these virtues into their website by employing a seamless integration of social network profiles which allow their website users to further connect with the brokerage and their associates online via sites such as Facebook®, YouTube™ and Twitter™.

"We are now tying the very best of available technology into our marketing strategy, offering extraordinary services to both our Buyers and Sellers. The launch of the company's new website, in tandem with the expertise and invaluable professional experience of our Realtors®, will ensure that Smith & Associates Real Estate is always the first choice in Tampa Bay for finding a dream home with ease," states Smith & Associate's President and CEO, Bob Glaser.

To enhance interactivity and provide more relevant property search results, the new Smith & Associates website also utilizes an upgraded map search system powered by Google Maps. Advanced mapping features include the popular Point of Interest (POI) search tool which plots businesses, landmarks, government services, restaurants, shopping, recreation areas, and more near properties. The map also provides the ability to search for properties using the Polygon Tool. The Polygon Tool allows users to define the precise boundaries of their area of interest and allows users to search in several distinct areas by defining multiple polygons on the same map.



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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.

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