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## The Kentwood Companies Make Strategic Move and Acquire DenverRealEstate.com

FOR IMMEDIATE RELEASE

DENVER—The Kentwood Companies, a member of the Active Website Enterprise Network, has acquired the DenverRealEstate.com internet domain name in a monumental strategic move that will advance the company's already premier website presence. Recognized as a real estate industry leader in the use of internet technology, the acquisition of Denver's leading domain name for real estate search online will position The Kentwood Companies with a great Internet brand.

When aggregating results from the top three Internet search engines (Google, Yahoo, and MSN), the premier keyword search term "Denver Real Estate" has in excess of 200,000 searches per month on average and as high as 300,000 per month during the summer. As a result, The Kentwood Companies will see a large increase in traffic to its website through the keyword search and DenverRealestate.com domain name.

Kentwood's current strategy entails "re-branding" to the newly acquired domain name. Studies conducted by the National Association of Realtors show that nearly 80 percent of all prospective homebuyers begin their search for a home on the Internet. All major search engines will now send home shoppers directly to The Kentwood Companies.

"The acquisition of DenverRealEstate.com is an unprecedented coup for The Kentwood Companies," said Peter Niederman, COO of the leading real estate firm. "This acquisition is a remarkable achievement and we now own the absolute best brand for searching Denver real estate online. The importance of being consumer-centric will enhance seller benefits through increased unique visitor web traffic, and the buyer user-interface provides the ability for quick and comprehensive search through Google's interactive satellite mapping."

According to Lance Smith, Kentwood's Director of IT, "This is a huge step in the right direction, keeping The Kentwood Companies as the leading real estate website in the metro Denver area."

The Kentwood Companies is dedicated to its legacy of being "Colorado's Premier Real Estate Company" through the highest producing, most knowledgeable, caring and experienced sales team in the country, The Kentwood Companies is an innovator known for unparalleled marketing strategies and superior internet technology that places its clients in the best possible position.

"Kentwood and Active Website have been pursuing an aggressive Search Engine strategy for the past two years," said Ori Staub, Technology Director at Active Website. "Utilizing our cutting edge Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tactics and techniques, Kentwood should see significant increases in search engine visibility and relevance with the acquisition of this powerful domain name."

Visit the Kentwood Companies at their new domain: [www.DenverRealEstate.com](http://www.DenverRealEstate.com)



**Real Estate Technology  
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### **About The Kentwood Companies**

The Kentwood Companies is the premier real estate firm servicing Metro Denver. As the largest independently-owned firm in metro Denver and the most successful surviving independent of the past decade, The Kentwood Companies' agents enjoy the reputation of being the "best of the best" and average nearly \$13,000,000 per agent, per year in sales production.

The Kentwood Companies' owners form an unusual and talented group. Totalling more than a century's worth of combined experience, they are some of the leading names in Denver real estate and relocation, in reputation and sales volume. Each partner in The Kentwood Companies is actively involved in selling real estate and is current on the real estate and relocation markets. Partners not only face the exciting challenge of owning a successful company, but also face the same challenges every day as the people who work with them. This "hands on" philosophy is what makes The Kentwood Companies unique. Each owner has his own responsibility for the company's success and the group functions as a working team. An outstanding sales manager and support team complete Kentwood's management picture.

For more information about The Kentwood Companies, and to view their award-winning website, visit [www.DenverRealEstate.com](http://www.DenverRealEstate.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 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, 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](http://www.activewebsite.com) for more information.

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