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Turpin Real Estate Launches New Website on Enterprise Platform

FOR IMMEDIATE RELEASE

Denver, CO – The newest member of the Enterprise Network, [Turpin Real Estate](#), is now live on the [Active Website Enterprise Platform](#). For over 50 years, Turpin's team of dedicated associates has been known for their highly effective marketing strategies on both local and international levels. By joining the Network, Turpin has further established the foundation for a strong web presence by increasing their digital footprint. Whether you're looking for [Basking Ridge houses](#), [Chatham homes for sale](#) or [Far Hills real estate](#), Turpin is committed to serving the [Northern New Jersey](#) high-end luxury market.

"We are thrilled to be able to offer visitors to our website a top notch online real estate experience unlike anything our competitors offer are offering. There is no question in my mind that with the help of Active Website, Turpin Real Estate will lead the industry in technology from this point forward," states John Turpin, President of Turpin Real Estate.

Designed with usability in mind, Turpin's website boasts a variety of new features, including multimedia integration on property details pages, advanced search engine optimization and access to real time data via mobile devices. With a sophisticated and streamlined look incorporated throughout the parent site and individual agent websites, users are able to navigate the site with greater ease.

To further enhance the user experience, the site features embedded neighborhood information on each property listing for communities in Turpin's market. For communities currently unrepresented by Turpin, users are redirected to Turpin's relocation department for further information. Moreover, by embedding unique and engaging content on the property details pages, Turpin has established themselves as the authoritative source for information about their market and will ensure their placement at the top of search engines.

Additional upgrades include:

1. Advanced options to search for properties by keyword or school district.
2. Sophisticated property quick search on the homepage.
3. Integration of the "Where do I go next?" section to guide users to relevant pages within the website.
4. Multi-page Individual Property Website's (IPWs) created with unique URLs.
5. Enhanced IPWs for properties listed over two million dollars.
6. Revolutionary search options through Google Maps.
7. Customized account area for saving properties and receiving email alerts when new properties matching the customer's criteria come on the market.
8. Syndication to numerous top real estate sites including [Trulia](#), [Zillow](#) and [Luxury Portfolio](#), to name a few.



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As the 15th member to join the Enterprise Network, Turpin has made several positive advancements for increasing traffic to their site. Now equipped with the necessary tools and resources to help get the job done, Turpin will continue to progress as they look towards the future as market leaders.

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

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