

**ACTIVE WEBSITE CONTACT**

**Media Relations**

**Phone**

888-293-1750

**Fax**

303-479-8333

**Email**

info@activewebsite.com

**Web**

www.activewebsite.com

## Wright Kingdom Real Estate Now Live on New Platform

### FOR IMMEDIATE RELEASE

Denver, CO - Active Website is happy to announce Wright Kingdom Real Estate based out of Boulder, Colorado has moved to new the Active Website 2.0 platform. Active Website has worked with www.wkre.com for several years working continuously to improve the site.

“We have been concentrating on how to provide the consumer with a better web experience by offering them enhanced functionality not only through the broker site but through all of the ReBrandable sites Wright Kingdom agents utilize,” said Dan Kingdom, Managing Broker for Wright Kingdom Real Estate.

**Wright Kingdom Real Estate welcomes many new features and benefits with the launch of the new website including:**

1. Advanced Search Engine Optimization (SEO)
2. Customer LifeCycle management
3. Individual Property Websites (IPWs)
4. Individual Realtor websites (ReBrands)
5. Enhanced tools for listing and streaming video
6. Customer and Agent reporting tools
7. Advanced mapping technology

The most prominent feature of the new site is its addition of Active Website’s new mapping platform. The mapping platform features saved map searches, better print views, driving directions, bird’s eye view, and a satellite view. It even offers a polygon search refinement tool that allows the user to search for properties within a defined boundary that they create.

Another great mapping feature that has been incorporated are points of interest data which allow the user to create a search based off different search criteria such as elementary schools, golf courses, etc.

Using the Individual Realtor Websites, agents can now customize their own personal sites. The sites incorporate the Broker’s branding, but agents are now able to create their own defined look. Wright Kingdom’s website is also now powered by Google Analytics which allows for detailed reporting functionality for both the Broker site and all of the agent sites.

“With all of these new features in place, the final product creates a web experience that is truly state of the art,” said Ori Staub, Director of Technology for Active Website. “The new features provide an enhanced experience for the



Real Estate Technology  
for Market Leaders

## ACTIVE WEBSITE CONTACT

### Media Relations

#### Phone

888-293-1750

#### Fax

303-479-8333

#### Email

info@activewebsite.com

#### Web

www.activewebsite.com

customer while giving the Broker and its agents the tools they need to stay on top of their market and ahead of the competition.”

## About the Enterprise Network

The Enterprise Network member base is by invitation only. It is comprised solely of private real estate firms, meaning no national brands are accepted. We only work with one company per market place. This exclusivity allows for open collaboration and sharing of information within the Network, free from any conflict of interest. The goal for our members under the Enterprise Network umbrella is that they gather to address the technology demands that are emerging in today’s changing real estate markets, and together 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. 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. Real Estate, Helen Adams Realty, The Kentwood Companies, Windermere Tri-Cities Real Estate, Wright Kingdom Real Estate, Sonnenalp Real Estate, 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 its real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit [www.activewebsite.com](http://www.activewebsite.com) for more information.

## About Wright Kingdom Real Estate

Founded in 1976, Wright Kingdom has become the largest independent real estate company in Boulder County by delivering old fashioned service combined with the latest technology tools. They focus on Boulder County and the surrounding communities, and achieve national and international presence through partner affiliations.

**A convenient “one-stop shopping” real estate company, Wright Kingdom provides highly personalized services for:**

- Residential Home Sellers
- Residential Homebuyers
- Relocation Assistance
- Commercial Buyers/Sellers



Real Estate Technology  
for Market Leaders

—End—