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## **ERA BOSTON REAL ESTATE GROUP UNVEILS NEW WEBSITE** **[WWW.BOSTONREALESTATE.NET](http://WWW.BOSTONREALESTATE.NET)**

*REAL ESTATE SITE TOPS INDEXES WITH MAJOR SEARCH ENGINES*

**Boston, MA (December 21, 2004)** – ERA Boston Real Estate Group, a full service residential real estate brokerage serving Greater Boston, has unveiled its newly designed website, [www.bostonrealestate.net](http://www.bostonrealestate.net), a powerful interactive search tool for house and apartment hunters that features the area's most extensive home listing applications. The site utilizes advanced layout and code techniques, combined with customer focused content to improve its search engine page rank, while superior listing pages, new features and a refined, more powerful property search system, keep it at the forefront of real estate technology.

“The ERA name was built on technology innovation and we look to continue that legacy with our newly redesigned website,” said Michael Carucci, President of ERA Boston Real Estate Group. “The design of [bostonrealestate.net](http://bostonrealestate.net) aims to maximize the convenience for Internet savvy customers, giving home buyers, sellers, and renters all the tools they require for their housing search. Our web services are an integral part of our business model and we take pride in being at the technological forefront in the Boston market.”

According to the National Association of Realtors (NAR), more than 69% of homebuyers in Massachusetts begin their home search online using an Internet search engine in 2003. The same study also revealed that 91% of homebuyers in Massachusetts last year found the Internet “very helpful” in their search. With so many home buyers and renters turning to the web to initiate their housing searches, site optimization and search rank have become one of the most important aspects of Internet marketing and a key to ERA Boston Real Estate Group's continued success.

By optimizing the quality of code embedded in the site, along with keyword optimization and enhanced relevance, [www.bostonrealestate.net](http://www.bostonrealestate.net) is able to achieve first page placement in all of the major search engines including Google, Yahoo, AOL, MSN, and A9 for Boston real estate searches.

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“A majority of homebuyers begin their online home search using an Internet search engine,” explains Anthony Segrich, Chief Operating Officer at ERA Boston Real Estate Group. “Our redesigned web portal capitalizes on the trend of localized searching -- allowing us to have prominent placement in all of the major search engines. When a customer, whether they be local, national or international, searches for Boston real estate they can be assured that our name and services are featured prominently.”

### **Internet Search Tools with Personal Service**

Highlights of the updated site are the new integrated MLS and LINK listings search features. With MLS listings, ERA Boston Real Estate Group customers have access to more than 28,000 active listings in Massachusetts, while LINK listings provide user-defined email updates for hard to find condos, townhouses, and luxury properties in Boston. Access to the basic service is free for all users. All searches are fully customizable, shortening the search for new homebuyers and renters considerably, enabling customers to focus searches on properties that fit their personal criteria.

The revised site also allows customers the ability to speak with a ERA Boston Real Estate Group broker in real time via the live web-chat application, allowing potential homebuyers and sellers immediate access to information and answers regarding their home search.

### **About Bostonrealestate.net**

Since its launch in 2004, the new website attracts more than 60,000 unique visitors each month, making it one of the most powerful online real estate marketing tools in Greater Boston. With the website, ERA Boston Real Estate Group increased their internet leads 140% since 2003. Every week, over 1200 new customers register for ERA Boston Real Estate Group's award-winning MLS, LINK, and rental internet search tools.

### **About ERA Boston Real Estate Group**

ERA Boston Real Estate Group is a full service real estate agency providing home buyers, sellers, and renters with a comprehensive suite of brokerage services that includes housing sales, brokering, for sale by owner, rentals, relocation services, and online listing tools. Over its 20 year history, the company has generated more than \$500 million in real estate sales in Greater Boston and established itself as one of Boston's premier firms due to its relentless commitment to customer service, tier one house and apartment listings and innovative use of cutting edge internet technology. The combination of personable sales agents and specialized technology has enabled ERA Boston Real Estate to help thousands of homebuyers find the right place to live. To find out more visit [www.bostonrealestate.net](http://www.bostonrealestate.net) or call 617-262-1900.

### **About ERA Franchise Systems, Inc.**

ERA Franchise Systems, Inc. is a global leader in the residential real estate industry with more than 30 years experience in developing consumer-oriented products and services. It is a subsidiary of Cendant Corporation (NYSE: CD) and part of its Real Estate Franchise Group. The ERA® real estate network includes approximately 32,250 brokers and sales associates throughout the United States and 30 other countries and territories. Each office is independently owned and operated except offices owned and operated by NRT Incorporated.

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