

NEWS



LEGACY
REAL ESTATE
& ASSOCIATES

Media Contact:

Gary Marsh
415-453-7045
gary@marshmarketing.com

LEGACY REAL ESTATE & ASSOCIATES EARNS WEBSITE QUALITY CERTIFICATION

Designation signifies excellence in corporate website

FREMONT, CA, March 9, 2010 – **Bill Aboumrad**, owner of **Legacy Real Estate & Associates**, announced today that the company has earned the Website Quality Certification (WQC), presented by **Leading Real Estate Companies of the World**[®] to member companies that have demonstrated excellence in website design, functionality and execution.

Every aspect of the site, legacyrealestateassociates.com was reviewed to ensure exacting standards were met in eight key areas, ranging from design and content to human interactivity to search engine optimization. The WQC was introduced in 2009 to recognize and encourage superior websites among Leading Real Estate Companies of the World's 600 member firms. **Legacy Real Estate & Associates** is one of 64 initial applicants to earn the designation.

“The recognition we received for our website *legacyrealestateassociates.com* is timely. The distinction represents that we've done our best to stay on the cutting edge of

technology— our clients expect that from a company that’s always been at the forefront of our industry,” adds Aboumrad.

Legacy recently upgraded its website. In addition to creating a contemporary look with pleasing aesthetic elements, flash imagery and easy-to-use navigation, the new Legacy site has helpful consumer tools such as current Legacy listings, buyers’ information such as local schools and additional tips, like how to modify a home loan.

“A real estate company’s website plays an increasingly significant role with today’s consumers, who often go there first when considering buying or selling a home. It is thus critical to use this Internet medium to attract and engage consumers in a meaningful way,” said **Pam O’Connor**, president/CEO of Leading Real Estate Companies of the World®.

For more information about **Legacy Real Estate & Associates** please visit legacyrealestateassociates.com

About Legacy Real Estate & Associates

Established in 1971 by a group of independent-minded Realtors, the Legacy Real Estate & Associates local ownership and management structure enables its sales professionals to focus on client services and direct resources where they belong. Drawing from the founders’ and associates deep roots in residential real estate, the Legacy Real Estate & Associates agents are among the most experienced in the business and are driven by ethical standards, creative problem solving and the genuine desire to be kind. For more information visit us on the web at www.legacyrealestateassociates.com

About Leading Real Estate Companies of the World®

Leading Real Estate Companies of the World® (www.LeadingRE.com) is a global real estate network comprised of over 600 of the best-known local and regional real estate firms. With nearly 5,000 offices and 150,000 sales associates in the United States and 35 countries abroad, LeadingRE affiliates sell almost \$300 billion in home sales, representing nearly one million transactions annually. The network has #1 marketshare in more of the top 88 U.S. markets than any national brand, representing a powerful force in American real estate.

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