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Pittsburgh REALTORS® win national web site award

Local REALTOR® Association is awarded top honors for inviting visitors to “engage, discover, and interact.”

PITTSBURGH (May 26, 2011) - The REALTORS® Association of Metropolitan Pittsburgh (RAMP) won REALTOR® AE Magazine's 9th Annual Outstanding REALTOR® Association Web Site Contest for an association with 2,001-7,000 members. This accolade comes as RAMP is also celebrating its 100th year of serving the real estate needs of Pittsburgh-area families and businesses.

The new website www.ramprealtors.com, launched on January, 1 2011, serves a dual purpose;

- aids consumers in finding REALTOR® agents, real estate service providers, and local market information, and
- supports REALTORS® though current news, events, and resources.

One judge noted, “The resources for members and consumers are vast, current and organized.”

Visitors are welcomed to the site with a request to “engage, discover, and interact.” “Those phrases are a call to action. There are opportunities for engagement through social media, areas of discovery through local industry news, and chances for interaction through our events and community outreach initiatives,” says Joi Rogers, RAMP's Marketing Director who designed the website.

Pittsburgh-area consumers are finding the site most useful. Since launching, the site has increased traffic by 60%, with new visitors making up 65% of all traffic. The consumer landing-page for RAMP's “Pittsburgh... The Right Choice” media campaign is the top visited page on the website. “We are a valuable resource that has made finding local real estate information even easier on the web and our traffic is reflective of that,” Rogers affirms. “RAMP is committed to serving the needs of the Pittsburgh community and will continue to make innovative strides in communication. It's been an adventure getting this site off the ground, and there is nothing more gratifying than leveraging technology to inform, engage and be of service to the community. We are honored to receive this recognition.”

To read the article published in the REALTOR® AE Magazine visit:
<http://www.realtor.org/eomag.nsf/pages/BestoftheWebSp11>

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Since 1911, the REALTORS® Association of Metropolitan Pittsburgh has served the community and real estate professionals as western Pennsylvania's most effective voice for private property rights and industry professionalism. RAMP, which was originally known as the Pittsburgh Real Estate Board, began with 30 members and has since grown to include nearly 2,200 REALTORS®. For online media resources about the REALTORS® Association of Metropolitan Pittsburgh, visit <http://www.ramprealtors.com>.

The term "REALTOR®" is a federally registered collective membership mark which identifies real estate professionals who are Members of the National Association of REALTORS® and subscribe to its strict Code of Ethics. Since the subject term is a registered mark and serves this special identifying function, it should be used only in reference to real estate professionals who are Members of the National Association. The mark REALTOR® should also be distinguished from words of ordinary use by capitalization. Please take care to capitalize the term REALTOR® in the manner specified in the AP and UPI style books.