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For Immediate Release:

What is a Database and Does My Real Estate Web Site Need One?

In the simplest sense, a database is an electronic filing system in which records can easily be added, deleted or edited through user-friendly computer screens. Connect this database to your website and now you've got a powerful tool that prospective customers can interact with. Searching for properties by beds, baths, price and location now becomes a simple task. With a database powering your site, users can spend hours searching available properties and receive dynamically generated results meeting their exact search criteria. If you want to be competitive online in this day and age, having database interaction is a must!

From the agency's perspective, there are countless advantages to having a database-driven website. First and foremost, agents can easily add and edit property listings instantly through simple online forms. No programming experience or knowledge is required. Having a database-powered site also gives you complete control over your listings and site content. There is no need to ever pay high on-going programming costs every time you want to make a change on your site. The database also allows brokers to quickly reassign listings to agents as they undoubtedly come and go.

If you're tired of paying high on-going programming costs to make site updates on your static site, consider the Pro Web Property Manager. It's a complete business solution with the latest database technology and security features designed to protect your data. It also offers the latest Google mapping technology. For more information, please contact Professional Web Designs at 941-922-3003 or visit www.prowebdesigns.us. Be sure to inquire about our full-access, hands on product demo.

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Professional Web Designs is a Sarasota, Florida based web marketing firm and the creator of the Pro Web Property Manager. They seek to partner real estate firms with the common goal of marketing their properties.
<http://prowebdesigns.us>