



For Immediate Release

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*Stark Company Realtors® Earns Website Quality Certification
Designation Signifies Excellence in Corporate Website*

(2980 Arapaho Drive, Madison, WI) – Stark Company Realtors® 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, **StarkHomes.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. Stark Company Realtors® is one of only 64 initial applicants to earn the designation and is the **only real estate firm in SouthCentral Wisconsin to receive the award!**

"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. Thus, it is 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®.

Nomination for "Best Internet Lead Management (ILM) Process and Response":

Additionally, Stark Company Realtors® earned further distinction by being nominated for a WQC award in the category of **"Best Internet Lead Management (ILM) Process and Response"**. The winner will be announced at the Leading Real Estate Companies of the World® Annual Conference March 10 in Las Vegas.

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, Leading RE affiliates sell almost \$300 billion in home sales, representing nearly one million transactions annually. The network has #1 market share in more of the top 88 U.S. markets than any national brand, representing a powerful force in American real estate.

About Stark Company Realtors (The Most Trusted Name In Real Estate):

Founded in Madison in 1908, Stark Company Realtors® has sold more homes than any other firm in Dane County. The company has nearly 250 professionals located in seven offices throughout South Central Wisconsin, and has numerous relationships with builders new homes, condominium and retail developments. Recent telephone surveys ranked us #1 in name recognition, 1st choice for buying and selling a home, and top ranking in quality of service. (Source: Kroupa & Associates Dane Trak Survey, April 2006, 2007 & 2009.) Visit; www.StarkHomes.com for a copy of our Real Estate Market Source Newsletter, the market's most widely read and respected quarterly newsletter on our local real estate market.

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