

## **e2 Digital Marketing, LLC Expands Operations**

*e2 Digital Marketing, LLC Expands Operations to include a direct consumer interface for its New Home Search Engine.*

Charlotte, NC (FPRC) June 20, 2009-- In order to better serve the general public, e2 announces the launch of it's new public interface for the Multiple Builder Service. The new public interface "Builders Direct Online", provides the consumer with the same resources and search capabilities as real estate professionals.

"For many years, e2 Digital Marketing has been providing real estate professionals with the Multiple Builder Service. The Multiple Builder Service (MBS) is a powerful search engine that allows real estate professionals to showcase new homes for sale in Charlotte, NC directly from their websites and to conduct research on new homes for their buyers. Within 2 years, the MBS has grown to the number one new home resource for real estate professionals in Charlotte and our search engine is on over 1000 broker web pages.

After benchmarking the success of our online broker tool, the MBS, providing the general public with the same resources and direct access was the next logical step" said Eric Ekovich, President of e2 Digital Marketing, LLC.

In developing, Builders Direct Online, we focused on several key areas:

1. Consolidating inventory and floor plans available to build from many local area builders into one database.
2. Integration of advanced mapping technologies into our search algorithms.
3. Ease of Use, our consumer interfaced need to be user friendly with intuitive navigation.
4. Accuracy, maximized and automate data downloads and consolidation.

At <http://www.BuildersDirectOnline.com> we accomplished our objectives.

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### **Keywords**

[homes for sale](#)  
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