



"In Pursuit of Real-Time Real Estate"

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"Windsor Realty Group Launches Website Boasting...A Better Way to Do Real Estate"

ATLANTA (May 10, 2007) – Windsor Realty Group today launched its new website to better deliver its comprehensive site selection and real estate process to multiple industries in an effort to further deliver on its core capabilities of driving its clients' revenue, help out position the competition, minimize risks, and provide predictive outcomes to businesses seeking prime real estate.

Windsor called upon Atlanta-based Objectware, Inc., to design and build the new site while working closely with Brian Curin, managing partner of the Windsor Realty Group and ex-franchise executive known for building such brands as Cold Stone Creamery and Moe's Southwest Grill.

Together Objectware and Curin were able to take Windsor's pursuit for real-time real estate and comprehensive approach to site selection and real estate to create a website that projects the Windsor brand and is also functional to multiple audiences. The homepage opens with a Flash marquee of the handheld remote device loaded with Windsor's proprietary software utilized by Windsor to capture real-time real estate information in the field. Next is a brief description about the company and upon further exploration you will find a very bold question of "What's in it for you?" You will find the straight forward and simple answer to the question as well. Along the right hand side of the site you will see all of the services and capabilities Windsor has to offer. Another very cool feature of the site is the Flash map on the Where We Are page. As a visitor, you are greeted with a map of North America showing Windsor's office locations and then multiple lines stream out across the entire map showing Windsor's coverage.

Windsor also worked with Objectware to explain on the website "The Windsor Way" and the advantages to a client represented by Windsor. They also added a section which describes in detail some of Windsor's new services and products like "WISE" or Windsor Individual Site Evaluation, "FSAROS" or the Focused Search Area Roll Out Study, and the Predictive Modeling capabilities of the company.

"The FSAROS, WISE and Predictive Model are all tools that have been developed out of necessity to service the client with the most accurate and factual information so they can make vital site selection and real estate decisions with the utmost confidence", said Dan Wirtz, founder and president of the Windsor Realty Group. "We believe we have positioned ourselves as a thought-leader in our industry and as a company that always puts its clients' needs first".

One of the most exciting areas of the website exists to those only with a username and password. Working with Objectware, Windsor has created a proprietary web application known as the Windsor Real Estate Pipeline Management System. It is the same system that Windsor has used for years in its pursuit of real time real estate and is now being offered to new clients via a user agreement to aid in managing their site selection and real estate process with flawless execution.

“The largest investment and most important decision a business makes is where to locate it. The commercial real estate industry is somewhat archaic and has not seen any significant developments to help clients find the right real estate in the right market in years. By harnessing technology and developing vital processes, we have developed tools and systems to find the right real estate in the right markets more efficiently, more accurately and quicker than any company out there today,” said Brian Curin, managing partner for the Windsor Realty Group.

About The Windsor Realty Group:

With U.S. offices in Atlanta, GA and international offices in Vancouver, B.C., Windsor Realty Group established in 1996, is a leader in providing commercial site selection and real estate solutions through target market driven real estate, flawless execution and mutual trust. The company has successfully completed assignments in office, retail, and industrial markets in over 350 cities across the country for some of North America’s most well-known brands. Most of its success has come through its pursuit of real-time real estate by harnessing the power of process and technology to give clients the absolute best service and facts to make informed decisions that achieve the end result of driving revenue, out positioning the competition and minimizing risk through predictive outcomes.

About Objectware, Inc.:

Established in 1996, Objectware Inc, a web development and custom ecommerce company headquartered in Atlanta with an active branch in Northern Virginia / Washington DC, offers web design, custom web development, wireless solutions, and [custom ecommerce applications](#). By focusing on helping companies create innovative and effective web applications, Objectware allows them to generate significant returns on their Internet investment. Objectware's suite of custom web and wireless development services empowers business by leveraging web technology in order to attract new customers, increase efficiency, reduce operating costs and boost customer satisfaction.

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