

Subject: Announcing the new Enterprise Group website

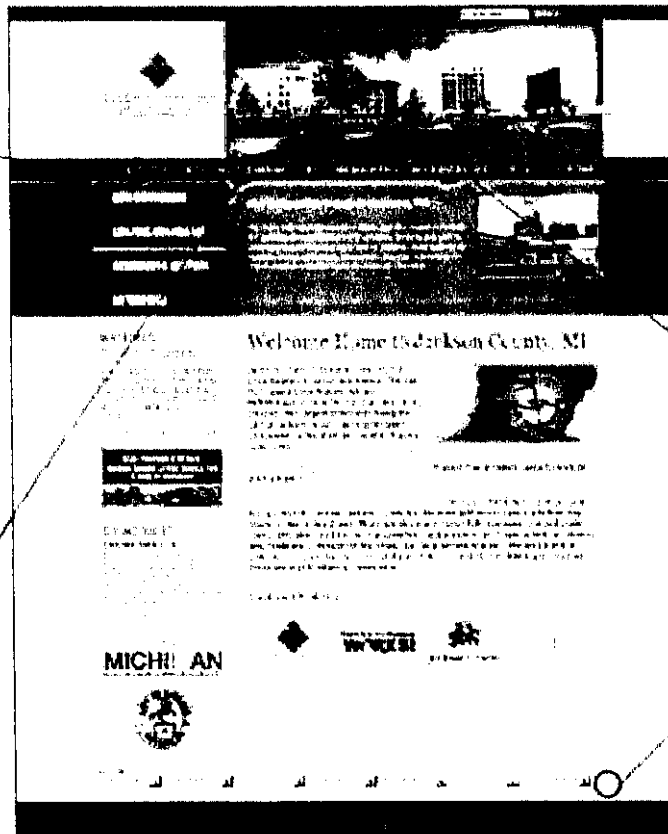
# Announcing the new Enterprise Group website

## *Leading Jackson's Economic Growth*

New comprehensive database of available properties in Jackson County for sale or lease, all searchable by location, sale or lease price, along with feature photos, files and property descriptions.

Complete list of business incentives, tax credits, grants, etc. from local, State and Federal levels that apply to both new or existing businesses, including detailed information on Brownfield development, along with an interactive map showing the boundaries of various townships with links to their websites.

Thorough business start-up checklist from the Small Business Technical & Development Center, outlining every step needed to successfully start a new business.



Sharp, organized design branded by the colors of The Enterprise Group, with easy navigation and convenient features.

Combine pertinent, individual pages of the website into one printable PDF document.

Quick Links allow users to easily access any company, government entity, association or other organization's website that contains valuable information for business development and showcases Jackson's quality of life.

[WWW.ENTERPRISEGROUP.ORG](http://WWW.ENTERPRISEGROUP.ORG)

[WWW.SELECTJACKSON.CO](http://WWW.SELECTJACKSON.CO)

# The Enterprise Group

The Enterprise Group (EG) has recently taken advantage of the marketing expertise of RJ Michaels, Inc. by contracting with the Jackson-based advertising agency to complete the redesign of the EG website. The site was reformatted to be more attractive and easier to navigate by the every day visitor, with the colors of the EG logo prominent throughout. By keeping these colors at the forefront, the site stays consistent with the professionalism and friendliness of the EG brand. New features, like the capability to create a printable PDF of multiple pages within the site, make the site more beneficial to visitors and create increased incidences of repeat visits. All efforts result in The Enterprise Group website being the primary resource for business development and economic growth in the Jackson community.

Contact RJ Michaels, Inc at 517.783.2037 to see how we can help your company create the impact you desire or visit our website at [RJMichaels.com](http://RJMichaels.com) to see how other organizations upgraded their websites on their way to Internet marketing success.



**The Enterprise Group  
of Jackson, Inc.**

**517-788-4455**

## Debbie Kelly

---

**From:** Debbie Kelly  
**Sent:** Friday, May 23, 2008 10:31 AM  
**Subject:** Add your property to The Enterprise Group of Jackson's web site

Good morning Jackson County Brokers/Real Estate Agents/Property Owners:

The Enterprise Group of Jackson (EG) recently launched their new website ([www.enterprisegroup.org](http://www.enterprisegroup.org) or [www.selectjackson.com](http://www.selectjackson.com)) and The EG is pleased to announce an opportunity for you to list your non-residential properties within The EG's "Available Sites and Buildings" inventory. This service is free of charge and is an effort to keep all potential companies looking at Jackson apprised of all possible locations available within Jackson County. It is also another marketing tool for you! The site also links to the Jackson Area Association of Realtors ([www.jacksonmihomes.com/home/home.htm](http://www.jacksonmihomes.com/home/home.htm)) and the Commercial Property Information Exchange of Michigan ([www.cpix.net](http://www.cpix.net)).

### Uploading Properties to the Enterprise Group Website:

The Enterprise Group provides a web based form that will allow you to upload non-residential properties to the Enterprise Group website. This exposes your property listings to the site selection professionals that are looking to locate businesses in Jackson. Uploading a property only takes a few minutes and requires no special skills. Simply complete the following steps to upload your properties.

1. Open your internet browser and go to the address <http://www.enterprisegroup.org/add-property>
2. Once there, you will notice a short form that will need to be filled out. This form comes in several sections:
  - **Add Your Property:** Please provide a name for the property, which can either be what the property is commonly referred to as (ie. Parma-Sandstone Certified Business Park) or the property address. Also provide the full address of the property and the municipality that the property resides within.
  - **Sale Information:** Select the type of sale that the property is under and then enter the price in the corresponding box. Please enter only numbers in the price box, the website will automatically format the price for you.
  - **Property Details:** Provide as many details as possible about the property. Some of the options provided may not pertain to your property, please leave these blank. Building and Office Size options are set in square feet, while Acreage Size is in square acres. The Highway and Highway Distance option allows you to indicate what highways the property is located close to and how far away it is.
  - **Contact Information:** Enter your contact information in this area, including a link to either your website or a website specifically for the property. If you have a link to a Google or Yahoo map for the property, you can enter this in the Map Link box. You can obtain this link by placing the property address in Google Maps (<http://maps.google.com>). After charting the address, click on the "Link to this page" link in the upper right corner of the map. Google will provide you a drop down box containing a link that you can copy and paste into the Enterprise Group form.
  - **Property Description:** Provide a detailed description of your property in this box.
3. After you have entered all of your information, simply hit the 'Submit' button at the bottom of the screen. This will import your property into our database for review. Someone from the Enterprise Group will review your submission and make it active on the website as soon as possible.
4. If you have any photos, documents or PDF packets for your property, email them [dkelly@enterprisegroup.org](mailto:dkelly@enterprisegroup.org). The Enterprise Group will add these files to your listing.
5. If you have more than one property to list, feel free to repeat the above steps as many times as necessary!

Lastly, we trust that you will notify The EG when your property requires updating or has either been sold, leased, and/or your listing has expired. The EG database needs to remain as current as possible and we ask for your cooperation with this request. Please email me directly with any updates, changes, and/or deletions to your listing.

**NOTE: The EG will not post any residential listings and all listings must be within Jackson County.**

---

If you have questions, please feel free to contact me at 517-788-4455 ext. 108 or by responding to this email.

Thank you,

Debbie Kelly