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"Freedom of the Press belongs to those who own one."

A. J. Liebling of the New Yorker

August 16, 2001



Commentary

National Awards Continue for Website



National awards continue to come in for the website...and none of them have been solicited or paid for. This is a bit humbling and a bit daunting as well because the website is undergoing a huge re-write and I hope the rewrite is an improvement. I guess the awards will either continue, or if the rewrite is not an improvement they will slow.

I learned about the latest award by doing a search on Google for my name. Since it was the first time I had ever done that, I was surprised to find a reference to an award - the Diamond Ace Award for being the "Most Original" real estate website. Heck, I was just checking my website placement on Google.

I have added the award to my website without the foggiest idea when the award was won, but I really liked their writeup:



Category: Most Original

Winner: Allen Hemphill <http://www.allenhemphill.com>

Here at Geeroy.com, we see a lot of realtor websites. Many, perhaps most, go to great lengths to avoid expressing a genuine opinion. Not so Allen Hemphill, Hidden Meadows, CA realtor. His site gives him the opportunity to speak his mind — and speak it he does! While we don't endorse (or condemn) Allen's political views, it's refreshing to find such a frank expression of personal opinion. We felt like we truly knew Allen after reading his columns. How many realtor sites can make the same claim? On the practical side, the site also provides a tremendous wealth of information on vacation home exchange programs. Visitors to Hidden Meadows Real Estate will learn a lot about home exchanges, and about Allen Hemphill, a true original with an Ace Realty Site!

While it was nice to get the attention for my columns and other writings, the other national awards were based strictly on real estate information.

The first award was in an article in the California Association of Realtors magazine, wherein the site was cited for being the most representative of a small town. ("Site was cited" -- my Editor is cringing!)

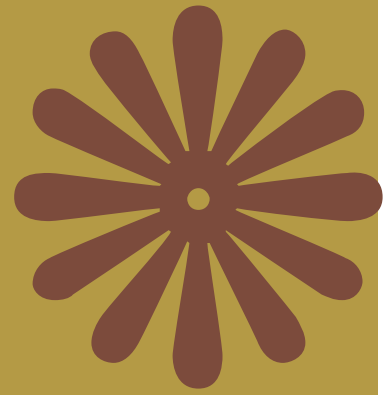
The Real Estate Gold Award from realestateabc.com was for placing in the Top 100 real estate sites in the country in 2000. The actual placement was number 44, which was pretty nice because all of the sites above my site represented very large corporations.

The IRED Spotlight Award, which came in June of 2001, noted that the website placed in the "Top one-third of the top one percent of Real Estate Sites."

The new website adds sales information on North Poway and Rancho Bernardo. Watch it grow...and continue to win awards.

www.allenhemphill.com

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“Nearly 50% of homebuyers use the internet for at least the initial stage of their housing search.”

Inman Real Estate

Conference, July 24, 2001

