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Real Living Launches Online Campus and Coaching Portal

Real estate firm introduces new phase in agent training

COLUMBUS, Ohio (April 12, 2007) – Real Living Inc. announced today the launch of its online campus and Learning Management System, called Real U, with new curriculum and training sessions. It allows Real Living agents and managers to sign-up for and successfully complete continuing education classes online and access learning materials and real estate coaches through the company's internal business center.

"The industry is getting crowded with so many business models available, making agent training imperative to increasing business and creating the best consumer experience," said Kaira Sturdivant Rouda, chief operating officer of Real Living. "The new Learning Management System will take our training to the next level, producing better-educated sales associates and managers – from new agents to veterans."

With Real U's interactive Web site and new Learning Management System, agents and managers can track their course progress and retrieve grades on a personal online progress report. Other key features include a library of references, featured readings, training links, business planning advice, live training webcasts, special event information and a new coaching portal.

The coaching portal will allow agents to select a seasoned real estate practitioner who will coach them in understanding the available sales and marketing tools to increase their business. Categories include: sales, technology, business planning, relationships and marketing. Real U has set guidelines for both their internal coaches and national coaches outside the Real Living network.

"Real Living is the pioneer of agent-centric thinking," said Pete Lahner, broker/owner of Real Living Today, a franchise based in Overland Park, Kan. "Real U empowers agents to be educated and tech-savvy, and provides them with the opportunity to learn something new every day from the convenience of their own home. Real U is ahead of its time."

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About Real Living Inc.

Real Living, a family-owned company based in Columbus, Ohio, is one of the nation's fastest-growing real estate franchisors with offices coast to coast. In 2005, it was ranked the 23rd best new franchise by Entrepreneur Magazine and earned the coveted Inman Innovator Award. Real Living's award-winning Web sites receive nearly 17 million page views per month. The company also offers mortgage, title, corporate relocation management and home warranty services.

For more information, visit www.RealLiving.com.

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