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Real Living Named Most Promising New National Brand

President and CEO Ranked No.6 on Newsmakers of the Year list

COLUMBUS, Ohio (March 13, 2008) Real Living Inc., one of the nation's fastest-growing residential real estate firms, was recently named "The Most Promising New National Brand" by the Swanepoel TRENDS Report 2008.

In addition, CEO & Managing Partner Harley E. Rouda Jr. and President Kaira Sturdivant Rouda were ranked No. 6 on the Swanepoel TRENDS Report 2008 Newsmakers of the Year list. Newsmakers are defined as those people that during the previous calendar year made headlines as individuals, as a result of their actions and leadership of the companies or associations they are involved with.

"We are absolutely thrilled to receive such prestigious recognition," Sturdivant Rouda said. "We are continuing to grow despite a down market. To me, that says our technology, our marketing and our culture are two steps ahead of our competitors' offerings. Owners are looking for new options, and Real Living is here to deliver. "

The Swanepoel Report also cited Sturdivant Rouda's new book, *Real You Incorporated: 8 Essentials for Women Entrepreneurs*, highlighting the ever increasing buying power of women. Finally, Sturdivant Rouda and Real Living Chief Operating Officer Sarah Shoemaker were listed among influential women who have taken on leadership roles in real estate.

The Real Living brand was created in 2002—the first national brand to target female consumers who make 91 percent of all home-purchasing decisions. Since then, Real Living has become a national player in real estate franchising, with more than 160 offices and 4,000 agents nationwide. Real Living launched a new Web site in 2005, and according to a comScore Media Metrix Internet Traffic Report, Web visitors spend 35.6 minutes per day on Realliving.com compared to an average of 13 minutes on other real estate Web sites.

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REALTOR® Magazine named Harley Rouda, Jr. one of Real Estate's Top 25 Most Influential Thought Leaders, and Inman News named him one of the Most Influential People in Real Estate.

The company hit two prestigious lists. It was named one of Entrepreneur Magazine's 50 Fastest-Growing Women-Led Companies, and Franchise Times' listed it as an Up and Comers, a group of 100 franchise companies on the verge.

About Real Living Inc.

Real Living, based in Columbus, Ohio, is one of the nation's fastest-growing real estate franchisors with more than 4,000 agents and 160 offices, coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also offers corporations industry-leading relocation management services. Real Living was named one of the best new franchises by Entrepreneur magazine and winner of the Inman Innovator Award. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit RealLiving.com or RealLivingFranchise.com.

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