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Real Living, Inc. CEO and Managing Partner Honored as One of the Most Influential Real Estate People

Harley E. Rouda Jr. of Real Living, Inc. recognized by Inman News and highlighted in the Wall Street Journal

COLUMBUS, OH– (August 30, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States announced today that CEO and Managing Partner of Real Living, Harley E. Rouda Jr. was named by Inman News as one of the 100 Most Influential Real Estate People.

The list of the 100 most influential people in real estate displays the industry's best and brightest as well as outside figures whose actions influence the home buying and selling business. Harley E. Rouda Jr. was placed on the list for his inventive creation of Real Living in 2002.

"I'm a firm believer in innovation; I feel that it is the best way for our agents to provide revolutionary and exceptional service to their clients. As an agent-centric and customer focused company, we must always be thinking of new ways to give our consumer the ultimate real estate experience," said Harley E. Rouda Jr., CEO and Managing Partner of Real Living. "Being named as one of the most influential people is a great honor – I feel confident that we are indeed changing the face of the residential real estate industry."

A recent article in the *Wall Street Journal* affirms Rouda's dedication to advancing the industry. In the article, he expresses his appreciation for new ways to advertise real estate. One such ground-breaking venture is the use of online advertisements. Rouda explains that Real Living is now focusing on the technology of the future, in order to expand its current 10-state area.

"As we continue our national growth- partnering with other pioneering real estate leaders, it is important to go above and beyond what other brokerages are doing. Real Living is committed to growth. Influencing the industry goes hand in hand with that obligation," said Rouda.



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Real Living's innovative public web site includes many state-of-the-art features such as Real Finder and Real Time listings. MyRealLiving, the password-protected area of the site that enables visitors to personalize their home search or selling experience, contains a find-an-agent function which makes it easier for visitors to find a real estate agent to help them through the home buying or selling process.

For more information on the Inman News article, visit www.inman.com

To read the article featuring Harley E. Rouda Jr. in the Wall Street Journal, visit online.wsj.com

To learn more about Real Living and to view all of the real estate listings on the market, visit RealLiving.com.

About Real Living, Inc.

The largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc was recently awarded the 2005 Most Innovated Real Estate Brokerage and Franchisor, and has won numerous awards for its' marketing achievements. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. Real Living, Inc. also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management and home warranties. For more information or to learn more about growth opportunities with Real Living, Inc., visit RealLiving.com

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